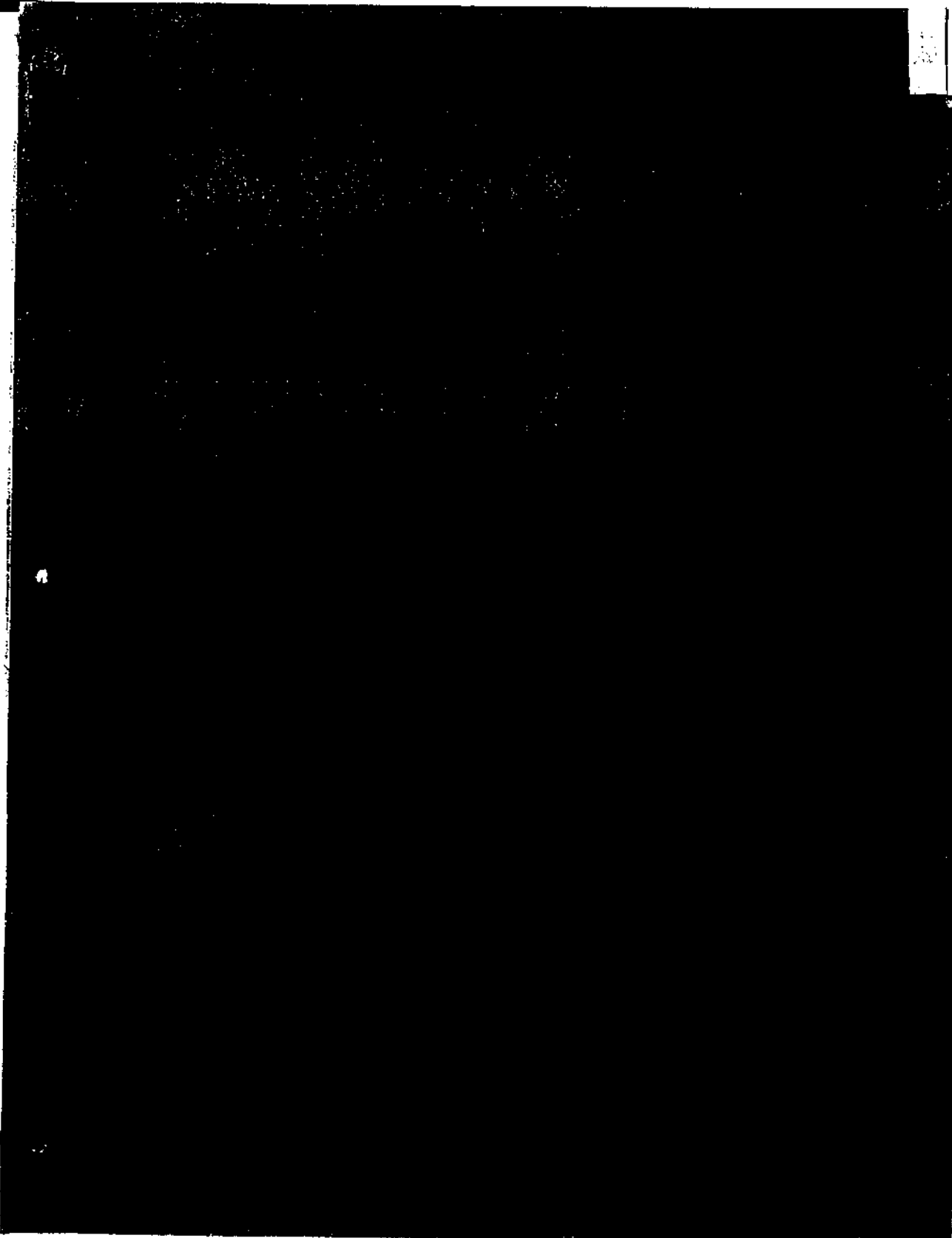


COMMUNITY

LUCKY STRIKE  
TOUR HIT  
PAPER

1985

ATX01 0013467



(REVISED -4/19/35

WEAF

THE LUCKY STRIKE HIT PARADE

( ) ( )  
8:00 - 9:00 P.M.

APRIL 20, 1935

SATURDAY

(SIGNATURE: "HAPPY DAYS ARE HERE AGAIN")

HULL:

Lucky Strike presents - "The Hit Parade".....  
For the next hour the manufacturers of Lucky Strike Cigarettes bring you in the Hit Parade the fifteen most popular songs of this week - played by Lennie Hayton and his Lucky Strike Orchestra, and sung by Lucky's own group of soloists.

The 15 Hit Songs of the Week. We don't pick 'em but we play 'em. From north, south, east and west Lucky Strike takes your verdict of just which songs you like best. We check the songs you dance to; we check the sales of the records you buy, and the sheet music you play. We check the numbers you request to have played at night clubs and hotels, and the tunes you hear over the air. And then, knowing your preferences, we bring you the Fifteen Hits of the week in LuckyStrike's Hit Parade. Here's Lennie Hayton and the Lucky Strike Orchestra in the song that ranks twelfth, "Here Comes Cookie."

("HERE COMES COOKIE".....HAYTON AND ORCHESTRA)

HULL: And now, we know you'll want to hear how they stand.  
Well, here they are: The fifteen Hits of this Week,  
in order of popularity. "Soon" is Number One Number,  
the Hit of this week. And Number Two is:

VOICE: "The Lullaby of Broadway"

HULL: Number Three:

VOICE; "Lovely To Look At"

HULL: Fourth--

VOICE: "I won't Dance"

HULL: And Fifth--

VOICE: "When I Grow Too Old To Dream"

HULL: Number Six --

VOICE: "The Isle of Capri"

HULL: Number Seven--

VOICE: "Every Day"

HULL: Number Eight and Nine--

VOICE: "I Was Lucky"

VOICE: "Everything's Been Done Before"

HULL: And if I may, I'll finish the list very quickly:  
Number Ten is "Easy to Remember"; Number Eleven,  
"It's An Old Southern Custom"; Twelfth, "Here Comes  
Cookie"; Thirteenth, "If the Moon Turns Green";  
Fourteenth, "What's The Reason I'm Not Pleasin' you"  
and Number Fifteen "Solitude". And now we're on our  
way again with the second ranking Tune-of-the-Week,  
"The Lullaby of Broadway" - The Lucky Strike Orchestra-  
with Kay Thompson and the Rhythm Kings.

("LULLABY OF BROADWAY".....KAY THOMPSON & RHYTHM KING

segue to



("MOON TURNS GREEN".....PIANO & ORCHESTRA )

(FADES FOR ANNOUNCEMENT)

HULL: And here comes the melody that is thirteenth in National favor but one of the six leading songs down South--"If The Moon Turns Green". Lennie Hayton conducts from his piano.

(MUSIC SWELLS AND FINISHES)

(CROWD AD LIB)

GUSHING HOSTESS: (FADING IN) Oh, how do you do - I'm so glad you could come - Betty - this is Mr. Forbes, Miss Betty Rogers -- (THEY MURMUR AN UNHAPPY AD LIB "HOWDOYOU DO") Now, I know you both'll have so much to talk about! Oh - there's Mrs. Fletcher - (FADE RAPIDLY) Oh, Mrs. Fletcher, so delighted you could come.

HE: Uh -- Lovely weather we're having.

SHE: Yes...Yes...lovely weather. Uh - I - I suppose you play tennis?

HE: (GRIMLY) No.

SHE: Oh --

HE: (DESPERATELY) Uh - mind if I smoke?

SHE: (COLDLY) Not at all.

HE: (IMPERSONALLY) Will you have one?

SHE: (COMPLETE CHANGE OF VOICE: GAILY) Oh good -- you smoke Luckies! Thanks - I will have one.

HE: Light?

SHE: Thanks. (SCRATCH OF MATCH)

HE: Y'know, you're different when you smile.

SHE: (LAUGHS) Am I? Well, you're different when you're smoking.

HE: (CONFIDENTIALLY) I've been wanting to talk to you ever since I came into this party.

SHE: And I've wanted to talk to you, too -- but when we were introduced we said such silly things!

HE: Wasting moments on the weather! Funny how you can talk over a cigarette. (CHUCKLES) You know what this one is saying to me now?

SHE: No - what?

HE: "When strangers meet - I break the ice. I'm your best friend - I am your Lucky Strike."

("I WAS LUCKY".....GIRLS AND ORCHESTRA )

(FADES FOR ANNOUNCEMENT)

HULL: Last week it slipped out of the Hit Parade, but you folks in the Middle West made this number from the picture "Folies Bergere" one of your favorites this week - bringing it back to eight position in national favor - "I Was Lucky".

(MUSIC SWELLS AND FINISHES)

HULL: Jerome Kern is among the most distinguished modern writers of musical comedy--He's known to show business as "the man who never had a flop". For the motion picture version of "Roberta" he composed "Lovely To Look At" and "I Won't Dance", songs that rank third and fourth respectively, in this week's Lucky Strike "Hit Parade". Here are Gogo de Lys and Johnny Hauser in "I Won't Dance", and Charles Carlisle in "Lovely to Look At", from the Jerome Kern score for "Roberta".

("I WON'T DANCE".....DE LYS, HAUSER AND GIRLS)

("LOVELY TO LOOK AT".....CARLISLE )

ANNOUNCER: Do you know what your Lucky Strike would say if it could talk?

VOICE OF CIGARETTE:

Are you lonely? Let my friendly smoke bring you companionship. Are you restless? Let my soothing smoke bring you relief. I'm your best friend, I am your Lucky Strike.

ANNOUNCER: And I'll tell you why your Lucky Strike is a better friend than others. It is made of center leaves, only. No sharp, undeveloped top leaves. no grimy, over developed bottom leaves are used in Luckies. Only the expensive center leaves...fragrant, and rich in flavor. No finer tobaccos are grown than those used in Luckies.

VOICE OF CIGARETTE:

I'm your best friend. I am your Lucky Strike. Try me. I'll never let you down.

("EVERY DAY".....PIANO AND ORCHESTRA )

(FADES FOR ANNOUNCEMENT)

HULL: (OVER MUSIC) Here's "Every Day" the hit of Rudy Vallee's picture "Sweet Music" number three song along the Atlantic seaboard and seventh in Lucky's big list of nationwide hits....Lennie Hayton conducts from his piano.

(MUSIC SWELLS AND FINISHES)

(SECUE TO)

("SOLITUDE".....KAY, RHYTHM KINGS AND ORCHESTRA )

(FADES FOR ANNOUNCEMENT)

HULL: Duke Ellington --master of the blues - wrote "Solitude". It's up front in the list of best-selling records and so has won its way to fifteenth place in national favor.  
(more)

HULL: (CONT'D)

Listen to a new interpretation with Kay Thompson and the Rhythm Kings.

(MUSIC SWELLS AND FINISHES)

(STATION BREAK)

(INSIDE SIGNATURE....."THIS IS MY LUCKY DAY".....)

(FADES ON SIGNAL)

HULL: The Lucky Strike Hit Parade -- the fifteen most popular songs of this week - the Big Fifteen that are best sellers on records, and sheet music and that are played most often over the air and at the places you dance, To open the second half of our program we give you the song you've picked as this week's favorite' - "Soon" from Bing Crosby's picture "Mississippi". Charles Carlisle singing the lyric.

("SOON .....CARLISLE AND ORCHESTRA )

HULL: (OVER MUSIC) What was the hit song just one year ago this week? I'm sure you'll be glad to hear again, "Goodnight, A Thousand Goodnights."

("A THOUSAND GOODNIGHTS".....GIRLS AND ORCHESTRA)

HULL: (OVER MUSIC) And just five years ago this week the leader was that famous melody, "Happy Days are Here Again".

(HAPPY DAYS".....ENSEMBLE AND ORCHESTRA )

(SEGUE TO)

("SOON).....CARLISLE AND ORCHESTRA )

ANNOUNCER: Come with us now to the Southland, the tobacco market. In a tobacco warehouse, long aisles of sun-ripened tobacco leaves in baskets have been carefully packed by farmers who brought them in to market the night before.

SAM: (YOUNG BOY, ABOUT 18) (TOWARD MIKE) Hi 'yaw! Jed?  
Sell yo' crop?

JED: (ELOQUENTLY) Did I! Man, I had the finest crop in  
the country this year, and I sold the best of it to  
the people who buy the most expensive leaves.

SAM: (AWED) Lucky Strike? Say. that's fine, Jed (FADE) I'm  
gonna tell Dad and the boys about it! We might drive  
over and visit you' all next Sunday.

JED: (CALLS AFTER HIM) Do, do, I'll tell Caroline yo'  
comin!

CAROLINE: (FADING IN) Please come, Sam (FADES CLOSER) ( A  
LITTLE BREATHLESSLY) Jed--can I git it?

JED: (FONDLY) Can you git what, Caroline?

CAROLINE: My new coat. I tol' the man I'd be back if you got  
a good price today.

JED: Honey, that coat's yo's! I sold the cream of my crop--  
the center leaves--to the Lucky Strike people. They  
always insist on the best tobacco, you know, and they  
pay the highest prices for it.

CAROLINE: Well, honey, ah'm glad you realize the best things cost  
most...(COAXINGLY) Well, da'lin?

JED: Awright - heah's the money fo' yo' coat.

CAROLINE: (SUSPICIOUSLY) Where you goin'?

JED: Over to the sto' to git me a package of Luckies. I  
don't only raise the best tobacco - I smoke it!

("EVERYTHING'S BEEN DONE BEFORE".....ORCHESTRA..)

(FADES FOR ANNOUNCEMENT)

HULL: Now, Number Nine in the "Hit Parade", the melody  
"Everything's Been Done Before" - one of the five most  
popular songs this week in the Middle West.

(MUSIC SWELLS AND FINISHES)

HULL: In most sections of the country the new motion picture, "George White's Scandals of 1935" is just being released, but already its score is popular, especially "It's an Old Southern Custom", eleventh number of the week in Lucky's Big Fifteen. And, now in newspaper language, we bring you a "scoop" - a complete scene from the unreleased "Scandals", with Lucky's own soloists taking the parts played in the picture by Alice Faye, James Dunn, and Cliff Edwards. I'll do the best I can with the role so ably handled by Ned Sparks.

("IT'S AN OLD SOUTHERN CUSTOM".....EVERYBODY AND ORCHESTRA )

ANNOUNCER: The reasons for the fine quality of Lucky Strike Cigarettes are not just idle claims. You know it's remarkable the care with which Luckies are blended - over and over again the Turkish tobaccos are blended with the fine tobaccos from our own Southland to give you that fragrant, pleasing mellow smoke. And - speaking of these tobaccos - Luckies are made exclusively of center leaves. That's why they give you such a mild smooth-tasting smoke. Not a single top leaf, dwarfed, sharp and bitter; not a single bottom leaf, coarse, harsh and grimy, is used in your Lucky Strike. Only the fragrant, expensive, mellow center leaves. It's no wonder Luckies are your best friend, morning, noon and night.

VOICE OF CIGARETTE:

I am your Lucky Strike - Try me - I'll never let you down.

"EASY TO REMEMBER".....GOGO DE LYS )

(FADES FOR ANNOUNCEMENT)

HULL: (OVER MUSIC) Here's another song from the picture "Mississippi" - "Easy to Remember" Tenth in popular favor this week. It's sung by the charming Lucky Strike soloist, Gogo de Lys.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

"SIDEWALKS OF CUBA".....RHYTHM KINGS AND ORCHESTRA )

HULL: Here's a surprise - a bit of up-to-the-minute musical news - you're listening now to the hit song of this week in London, England - Oddly enough it's an American composition that had to go abroad to become famous. And the title is: "Sidewalks of Cuba".

(MUSIC SWELLS AND FINISHES)

HULL; Now a medley of "The Big Time Old-Timers" - those melodies that you have liked so much that they've been Best Sellers for several weeks. First - Number Five in popular favor - "When I Grow Too Old To Dream", sung by Charles Carlisle.

1. ("WHEN I GROW TOO OLD TO DREAM".....CARLISLE)

(SEGUE TO )

2. ("ISLE OF CAPRI".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: (OVER MUSIC) "The Isle of Capri". number six song in national popularity, but the week's big number one hit on the Pacific Coast....

(SEGUE TO)

3. ("WHAT'S THE REASON".....DE LYS HAUSER ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: (OVER MUSIC) "What's the Reason I'm not Pleasin' you?"  
 -- a comparative newcomer. It's in the Lucky Strike  
 Hit Parade, thanks to you people in New York City, where  
 it's in fifth place - nationally it's number fourteen.  
 "What's the reason" with Gogo DeLys and Johnny Hauser-  
 (SEGUE TO)

4. ("SOON".....KAY THOMPSON AND ENSEMBLE)

ANNOUNCER: (OVER MUSIC) And for a brief reprise, the hit of This  
 Week - Lucky's own soloists, Lennie Hayton and the  
 Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(SIGNATURE - HAPPY DAYS - ORCHESTRA )

ANNOUNCER: During the past hour, Warren Hull was your narrator,  
 Join us here next Saturday night to listen to the  
 fifteen most popular songs of next week, brought to you  
 by the manufacturers of Lucky Strike Cigarettes in this  
 program of famous songs entitled "The Hit Parade".  
 THIS IS THE NATIONAL BROADCASTING COMPANY.

jac 4/19/35



WEAF

THE LUCKY STRIKE HIT PARADE

(  
8:00 - 9:00 P.M.)

APRIL 27, 1935

SATURDAY

(SIGNATURE.. "HAPPY DAYS ARE HERE AGAIN".....)

HULL: Lucky Strike presents "The Hit Parade"

The manufacturers of Lucky Strike Cigarettes welcome you to the Hit Parade - the fifteen most popular songs of this week - played by Lennie Hayton and his Lucky Strike Orchestra, and sung by Lucky's own group of soloists. Remember - you pick them, and we play them. One hundred and twenty million people selected the tunes which you will hear during the next hour. Lucky Strike checks the songs America is dancing to - the sheet music and records you are buying - the numbers you request at night clubs and hotels - the tunes you hear over the air. Then we bring you the big line-up of All-American hits - the fifteen most popular songs of the week, in the Hit Parade. Lennie Hayton and the Lucky Strike Orchestra lead the way with "It's An Old Southern Custom" the eleventh ranking song this week.

(IT'S AN OLD SOUTHERN CUSTOM.....ORCHESTRA.....)

HULL: And how do they stand - those big fifteen song hits of this week? What changes have taken place in the race for musical popularity? What numbers have forged ahead? Well, let's take a look at the record. First in your favor comes "Lovely To Look at", on all counts Number One, Leading the procession as the Hit of This Week. It's followed closely by Number Two Song:

VOICE: "The Lullaby of Broadway"

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WEAF

THE LUCKY STRIKE HIT PARADE

(  
8:00 - 9:00 P.M. )

APRIL 27, 1935

SATURDAY

(SIGNATURE... "HAPPY DAYS ARE HERE AGAIN".....)

HULL: Lucky Strike presents "The Hit Parade!"

The manufacturers of Lucky Strike Cigarettes welcome you to the Hit Parade - the fifteen most popular songs of this week - played by Lennie Hayton and his Lucky Strike Orchestra, and sung by Lucky's own group of soloists. Remember - you pick them, and we play them. One hundred and twenty million people selected the tunes which you will hear during the next hour. Lucky Strike checks the songs America is dancing to - the sheet music and records you are buying - the numbers you request at night clubs and hotels - the tunes you hear over the air. Then we bring you the big line-up of All-American hits - the fifteen most popular songs of the week, in the Hit Parade. Lennie Hayton and the Lucky Strike Orchestra lead the way with "It's An Old Southern Custom" the eleventh ranking song this week.

(IT'S AN OLD SOUTHERN CUSTOM.....ORCHESTRA.....)

HULL: And how do they stand - those big fifteen song hits of this week? What changes have taken place in the race for musical popularity? What numbers have forged ahead? Well, let's take a look at the record. First in your favor comes "Lovely To Look at", on all counts Number One, leading the procession as the Hit of This Week. It's followed closely by Number Two Song:

VOICE: "The Lullaby of Broadway"

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HULL: Number Three:

VOICE: "When I Grow Too Old To Dream"

HULL: Last week's big hit is in fourth place today. The title of it is "Soon". And in fifth place comes that good old standby:

VOICE: "The Isle of Capri"

HULL: Sixth:

VOICE: "I Was Lucky"

HULL: In seventh position comes "I Won't Dance", and the eighth and ninth songs are:

VOICE: "Every Day"

VOICE: "Easy To Remember"

HULL: "Here Comes Cookie" in tenth place. Number Eleven, "It's An Old Southern Custom". "Flowers for Madame", twelfth, and "Whose Honey Are You?", thirteenth. Fourteenth comes "She's a Latin from Manhattan", and Number Fifteen is "Once Upon a Midnight". That Number Fourteen song is a newcomer to The Hit Parade. It's featured as a Ruby Keeler dance specialty in the picture "Go Into Your Dance". Now Johnny Hauser and the Lucky Strike Orchestra give us their version -- "She's a Latin from Manhattan".

("SHE'S A LATIN FROM MANHATTAN", . . . . . HAUSER & ORCHESTRA...)

SEGUE TO

("FLOWERS FOR MADAME" . . . . . HAYTON & ORCHESTRA...)

(FADES FOR ANNOUNCEMENT)

HULL: (OVER MUSIC) "Flowers for Madame" is the twelfth song nationally, but New Yorkers like it a lot better than that -- here it's definitely within the first ten - Lennie Hayton is at the piano.

(MUSIC SWELLS AND FINISHES)

(TELEPHONE RINGS)

(SOUND LIFTING PHONE)

NURSE: Dr. Morton's office -- Yes, Dr. Norton the dentist -- No, I'm sorry the doctor is busy at the moment. Is there any message? -- What? - No, he couldn't right now, there's a patient waiting for him and the extraction will take at least a half hour. Yes, I'll have the doctor call you after it's all over. Goodbye.

(PHONE UP)

MAN: (INTO THE "GOODBYE" --- low) oooooomp..

NURSE: I beg your pardon?

MAN: Say, that "at least a half hour" didn't mean me, did it?

NURSE: Yes, Mr. Bennett, but you won't mind, it's painless.

MAN: Painless for whom? The doctor?

NURSE: No, no, you won't even feel the extraction.

MAN: I'm scared and I don't mean maybe. I've always been scared of dentists.

NURSE: Now please, Mr. Bennett, relax, just be calm, light a cigarette if you like - it'll all be over before you know it.

MAN: Oooo - and I haven't even a cigarette -

NURSE: Here, have a Lucky.

MAN: (DESPERATELY) Thanks. (SCRATCH MATCH)

NURSE: Now - isn't that better?

MAN: (SLOWLY) Yeah - that is good - (QUICKLY) say how'd you know I smoked Luckies?

NURSE: I didn't. The doctor always has them here.

MAN: Uh huh - and I can see why, too -- to anxiety they do bring relief -- and how. I guess a Lucky really is your best friend after all -

NURSE: That's right. Luckies never let you down.

("ONCE UPON A MIDNIGHT" . . . . . GIRLS & ORCHESTRA..)

(FADES FOR ANNOUNCEMENT)

HULL: It's only Number Fifteen in this week's Hit Parade, but you'll want to keep your eyes open and your ears open for this new song, "Once Upon A Midnight". More and more people like it every time it's played. In just a moment the Melody Girls will bring you the words.

("ONCE UPON A MIDNIGHT" . . . SWELLS AND FINISHES)

HULL: We have to thank the English for giving us the greatest song hit, to date, of this year, "The Isle of Capri". Composed and introduced in London, after many weeks in the American best-seller list, it's still Number One Song in Salt Lake City and Seattle, although nationally it holds fifth place. Lennie Hayton reminds us now of its Neapolitan background in an arrangement featuring our Lucky Strike star, Charles Carlisle.

("THE ISLE OF CAPRI" . . . . . CHARLES CARLISLE & ENS.)

SEGUE TO

("WHOSE HONEY ARE YOU" . . . . . DE LYS & ORCHESTRA.....)

(FADES FOR ANNOUNCEMENT)

HULL: (OVER MUSIC) You're listening now to the twelfth song-of-the-week -- "Whose Honey Are You?" You people in New England, especially Boston, bring this number into the Hit Parade, because you've made it third in your favor. Our singer will be Miss Gogo De Lys.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: There's personality in a Lucky Strike - of course we know a cigarette can't speak, but if it could - do you know what it would say?

VOICE: It's strange, the part I sometimes have to play in your lives. To loneliness I bring companionship, and many times to distress I have brought courage. I'm your best friend. I am your Lucky Strike.

ANNOUNCER: That's true, and a Lucky is a good friend also to your throat and your taste. No sharp, undeveloped top leaves and no grimy, overdeveloped bottom leaves in its makeup. Only center leaves - rich, fragrant and expensive - that's why Luckies always give you a smooth, mild, mellow smoke.

VOICE: I'm your Best Friend - I am your Lucky Strike. Try me, I'll never let you down.

("EASY TO REMEMBER" . . . . . PIANO & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: (OVER MUSIC) This is indeed "Easy To Remember" -- it's a hit everywhere that the Bing Crosby picture "Mississippi" has been released, and ranks ninth in national favor. In just a moment Lennie Hayton will take his place at the piano -

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("HERE COMES COOKIE" . . . . . KAY THOMPSON, RHYTHM KINGS, ORCH..)

(FADES FOR ANNOUNCEMENT)

HULL: (OVER MUSIC) Here's the hit of this week in the State of Florida -- but it's the tenth tune nationally -- "Here Comes Cookie". The Lucky Strike Orchestra, with Kay Thompson and the Rhythm Kings taking a few liberties.

(MUSIC SWELLS AND FINISHES)

(S-T-A-T-I-O-N B-R-E-A-K)

(INSIDE SIGNATURE:...."THIS IS MY LUCKY DAY".....ORCHESTRA.....)

HULL: (FADES FOR ANNOUNCEMENT)  
The Lucky Strike Hit Parade - the fifteen most popular songs of this week, the Big Fifteen that are best sellers on records and in sheet music, and that are played most often over the air and at the places you dance. We bring you next the number that you've made your song of songs this week, the leader in the Hit Parade -- "Lovely To Look At" from the picture "Roberta". Johnny Hauser and the Melody Girls sing first --

("LOVELY TO LOOK AT".....HAUSER, GIRLS AND ORCHESTRA.....)

HULL: (OVER MUSIC) Turn back the calendar to exactly one year ago this week. Can you remember the tune you were humming then? Let us remind you. It was "I'm Not Lazy, I'm Just Dreamin'".

(I'M NOT LAZY, I'M JUST DREAMIN'".....KAY THOMPSON & ORCHESTRA)

HULL: (OVER MUSIC) And five years ago this particular week we were all of us "Singin' In The Rain".

("SINGIN' IN THE RAIN".....RHYTHM KINGS & ORCHESTRA..)

SEGUE TO

("LOVELY TO LOOK AT".....CARLISLE & ENSEMBLE.....)

ANNOUNCER: Now let's go 'way down South in Dixie to a town where tobacco farmers sell their crops.

(KNOCKS ON DOOR, WHICH OPENS, AND-----)

JANE: (AFFECTIONATELY) Oh, Hello, Jim! I'm sure glad! Come on in, honey.

JIM: (EAGERLY) I've got it, Jane! I've got it!

JANE: (ANXIOUSLY) Got what, Jim? I hope 'tain't nothin' serious.

JIM: No honey, it's money! Plenty o' money for us to get married on!

JANE: (JOYFULLY) Oh, Jim, you really mean it -- honest and true?

JIM: You bet I mean it. You know them Lucky Strike people are mighty choosy about the tobacco they buy for their cigarettes. They insist on the best tobacco and only the center leaves, no matter how expensive they are. This year I knew I had the fine tobacco they wanted. And, sure enough, they paid me the very top price.

JANE: (EAGERLY) And can we really set up housekeepin', Jim -- right now?

JIM: (LAUGHINGLY) Not till tomorrow, Darlin'. We've got to get married today!

("EVERY DAY" . . . . . KAY THOMPSON & ORCHESTRA . . . . .)

(FADES FOR ANNOUNCEMENT)

HULL: (OVER MUSIC) Our Lucky Strike star, Kay Thompson, brings us hit tune Number Eight "Every Day". In San Francisco they like this one a little better - It's Number Three melody in the city by the Golden Gate.

(MUSIC SWELLS AND FINISHES)

HULL: Last week's Hit-of-the-Week, "Soon", continues to be a great favorite along the Atlantic Seaboard, although during the week it has dropped down to fourth place nationally. But fourth place is way up front in the Hit Parade - and very near the head of the list of your favorites. And so, if we may, we'd like to bring you an impression of a scene from the picture "Mississippi", built around the melody "Soon", Johnny Hauser bravely attempts the role played by Bing Crosby in the picture, and the rest of us will fill in as we're needed.

("SOON" . . . . . HAUSER & ENSEMBLE . . . . .)



ANNOUNCER: Cigarettes all alike?...Nobody could say that who really knew the facts! There's a mighty big difference between the tobacco used in Luckies - choice center leaves only - and tobacco mixed with top and bottom leaves that bite your tongue and tire your taste....Top leaves are raw, bitter, immature. Bottom leaves are dry, dusty and harsh. Center leaves are picked in their prime. They're rich in mellow tobacco taste and fine tobacco fragrance. That's why center leaves are expensive. Remember, it's the tobacco that counts --- and there are no finer tobaccos than those used in Luckies. That's why your Lucky - proud of its quality -- can truthfully say to you:

VOICE OF  
LUCKY STRIKE: I'm your best friend. I am your Lucky Strike. Try me.  
I'll never let you down.

("I WON'T DANCE" . . . . . ORCHESTRA . . . . .)

(FADES FOR ANNOUNCEMENT)

HULL: (OVER MUSIC) "I Won't Dance" from "Roberta", seventh ranking tune of the week. Lennie Hayton and the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

HULL: In order to find out just what melody was the hit of this week in Paris, France, we had to place a transatlantic telephone call. May we show you what happened at the other end of the line?

(PHONE RINGS....RECEIVER OFF HOOK)

FRENCHMAN: 'allo? Oui, c'est ca Paris. What? You telephone from New York City to learn what is the most popular song this week in Paris? Mon ami, I am laughing at you! The favorite this week is your own American number "Le Continental". Mais non - we do not sing the English words - of course not, so I will send you the French words - but yes - certainment. On tonight's boat I will send them to you - Bon Soir, mon ami, bon soir.

(RECEIVER ON HOOK)

HULL: Now - our versatile Lucky Strike star, Gogo DeLys -- singing you the French version of "The Continental".

("THE CONTINENTAL" . . . . . DE LYS & ORCHESTRA . . .)

HULL: Here are the Big Time Old Timers -- those songs that have held your favor for several weeks and that remain in the Hit Parade by popular demand. First, the sixth ranking song, and the hit of this week in the city of Buffalo - "I Was Lucky" - with Charles Carlisle.

1. ("I WAS LUCKY" . . . . . CARLISLE & ORCHESTRA . . .)

SEGUE TO

2. ("WHEN I GROW TOO OLD TO DREAM" . . . . . ORCHESTRA . . .)

(FADES FOR ANNOUNCEMENT-)

HULL: (OVER MUSIC) "When I Grow Too Old To Dream" third ranking song, and a coast-to-coast favorite.

SEGUE TO

3. ("LULLABY OF BROADWAY" . . . . . HAUSER . . . . .)

(FADES FOR ANNOUNCEMENT)

HULL: (OVER MUSIC) And here's Johnny Hauser with "The Lullaby of Broadway". It's number two in Lucky's Big Fifteen nationwide hits -- and you fellows down at Princeton University seem to agree with this ranking --- 'It's Number Two Song on the Princeton Campus, also...

SEGUE TO

("LOVELY TO LOOK AT".....CARLISLE & ENSEMBLE.....)

HULL: (OVER MUSIC) And here we are back again to your Number One melody of the week -- Lucky's own soloists, Lennie Hayton and the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(SIGNATURE....."HAPPY DAYS.....".....ORCHESTRA.....)

ANNOUNCER: During the past hour Warren Hull was your narrator. Join us here next Saturday for the fifteen most popular songs of next week, brought you by the manufacturers of Lucky Strike cigarettes in this program of famous songs entitled "The Hit Parade."

THIS IS THE NATIONAL BROADCASTING COMPANY.

wjk/kh  
4-26-35



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(REVISED)

WEAF

THE LUCKY STRIKE HIT PARADE

( . ) ( )  
8:00 - 9:00 P M

MAY 4TH, 1935

SATURDAY

(SIGNATURE....."HAPPY DAYS ARE HERE AGAIN"....)

HULL: Lucky Strike presents "The Hit Parade".....  
For the next hour, the manufacturers of Lucky Strike Cigarettes will bring you the 15 most popular songs of this week. These are the songs that have been chosen by all the people, all over America. They are played by Lennie Hayton and his Lucky Strike Orchestra, and sung by Lucky's own group of soloists.

The 15 hit songs of the week! You've picked 'em -- 120,000,000 of you - and so we gladly play them. We feel the pulse of the nation's rhythm - from Maine to California -- from the Great Lakes to the Gulf. Each week Lucky checks the sales of sheet music and phonograph records...the most popular dance tunes...the numbers you hear on your favorite radio programs...the songs you request at night clubs and hotels. Then, from this country-wide list, we learn the 15 most popular songs of the week and give them to you in the Lucky Strike Hit Parade. Now hear Lennie Hayton and his Lucky Strike Orchestra play the song that ranks fifteenth in this week's hits -- the title is "What's the Reason."

(WHAT'S THE REASON.....ORCHESTRA.....)

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HULL: Now for our moment of musical check-up. How well your personal taste agree with that of the rest of the country this week? Try jotting down your fifteen favorites and see how they compare with our musical bill-of-fare. Number one song of this week--the most popular tune in the United States tonight is "The Lullaby of Broadway." And right after it, in second position comes..

VOICE: "Soon"

HULL: A close third is the hit song of last week "Lovely To Look At," and the fourth song is:

VOICE: "I Won't Dance"

HULL: Fifth:

VOICE: "Life is a Song"

HULL: In sixth place comes the number which seems destined to set an endurance record in The Hit Parade---you've guessed it -- "The Isle of Capri," and seventh in your favor comes:

VOICE: "When I Grow Too Old To Dream"

HULL: Eighth:

VOICE: "I Was Lucky"

HULL: Ninth and Tenth:

VOICE: "Every Day"

VOICE: "You're a Heavenly Thing"

HULL: And to sum up very quickly, "Everything's Been Done Before" is the eleventh in order of popularity, "Love and a Dime" is twelfth -- "Easy to Remember" thirteenth -- "It's an Old Southern Custom" Fourteenth -- And, as we mentioned before, "What's the Reason" is the fifteenth song this week. (OVER)

HULL: (CONT.)

Now the Lucky Strike Orchestra and the Rhythm Kings turn to that tenth ranking tune - a newcomer to the Hit Parade -- "You're a Heavenly Thing."

(YOU'RE A HEAVENLY THING.....BOYS AND ORCHESTRA.....)

(SEGUE TO....)

("LOVELY TO LOOK AT".....PIANO AND ORCHESTRA.....)

(FADES FOR ANNOUNCEMENT)

HULL: (OVER MUSIC) Last week's number one song is still number one in the cities of New Orleans, Louisiana and Cleveland, Ohio, altho' nationally it's dropped down to third place. "Lovely to Look At" from "Roberta," with Lennié Hayton at the piano.

(MUSIC SWELLS AND FINISHES)

(LOUD SINGING, SPLASHING WATER)

GEORGE: Aw...cut it out.

ED: (MUFFLED) What? (GOES ON SINGING)

GEORGE: Cut it out will yuh -- can't you ever take a bath without yelling your head off?

ED: (STOPS SINGING) (DISTANT VOICE) Listen my dear young roommate, indications denote we are in for an epidemic of spring -- be open-minded.

GEORGE: Vacant-minded, if you ask me.

(KNOCK ON DOOR)

ED: Answer that door, arid brain - maybe it's old man opportunity.

(DOOR OPENS)

GEORGE: Ah! It's a telegram -- for you, probably a call to arms.

ED: Never mind the cracks. Let me see what it says.

GEORGE: Hope it's bad news.

ED: (BUSINESS OF OPENING TELEGRAM) (MUMBLING) - it's from her all right. I was looking forward to that date. She says "Sorry can't keep date with you tonight." Tried to 'phone you. Will explain tomorrow - Catherine".

GEORGE: What? Give me that! Now, take it easy, Ed. Try a Lucky.

ED: Thanks George.

GEORGE: Take a deep puff, go on - you know what your Lucky Strike says don't you?

ED: What?

GEORGE: I'm your best friend - I am your Lucky Strike - Try me - I'll never let you down."



("LIFE IS A SONG".....GIRLS AND ORCHESTRA.....)

(FADES FOR ANNOUNCEMENT)

HULL: (OVER MUSIC) This week you New Yorkers made it your Number two melody -- and that's all "Life is a Song" needed to jump into fifth place in national favor. In a moment the Melody girls will bring you the words.

(MUSIC SWELLS AND FINISHES)

HULL: Welcome back to the Hit Parade! And I'm speaking to the hit song of the motion picture "Reckless" - "Everything's Been Done Before." Last week this melody was out by just a hair -- Tonight it's with us again and up to Eleventh in national ranking. Here's an arrangement featuring the Lucky Strike stars, Johnny Hauser and Gogo De Lys.

("EVERYTHING'S BEEN DONE BEFORE".....DE LYS AND HAUSER.....)

ANNOUNCER: Everybody is talking about Luckies these days -- but let your Lucky speak for itself:

VOICE: When you're lonely I bring companionship....To your anxiety I bring relief. I'm your best friend. I am your Lucky Strike. Try me I'll never let you down.

ANNOUNCER: There are a great many reasons why a Lucky Strike is so smooth and mild and friendly. One of them is that Luckies are made only of expensive center leaves. Never any sharp, withered top leaves. Never any dry, musty bottom leaves. Choice center leaves only -- the fragrant, rich-flavored cream of the crop. That's why Luckies give you the most enjoyable smoke of all. Remember it's the tobacco that counts and no finer tobaccos are grown than those used in Luckies.

("SOON".....PIANO & ORCHESTRA.....)

(FADES FOR ANNOUNCEMENT)

(REVISED)

HULL: From Bing Crosby's picture "Mississippi" you residents of Kansas City have picked your Hit of the Week - It's "Soon", and nationally it bears the high ranking of Number Two. Lennie Hayton conducts from the piano.

(MUSIC SWELLS AND FINISHES)

SEGUES TO

("SOUTHERN CUSTOM".....KAY, BOYS & ORCHESTRA.....)

(FADES FOR ANNOUNCEMENT)

HULL: Fourteenth in Lucky's Big Fifteen - "It's an Old Southern Custom" -- a Hit Parade highlight with Kay Thompson and the Rhythm Kings:

(MUSIC SWELLS AND FINISHES)

S T A T I O N   B R E A K

(INSIDE SIGNATURE....."THIS IS MY LUCKY DAY".....)

(FADES ON SIGNAL)

HULL: The Lucky Strike Hit Parade -- the fifteen most popular songs of this week. The songs that you yourselves have picked throughout the country - the fifteen best sellers in sheet music and on records - the fifteen tunes played most on your favorite radio programs, and requested most at the places you dance.

To open the second half of the Hit Parade, the nation's favorite song for this week -- It's from "The Gold Diggers of 1935" -- "The Lullaby of Broadway"

("LULLABY OF BROADWAY".....ORCHESTRA.....)

SEGUE TO

("ALWAYS".....CARLILE)

(FADES FOR ANNOUNCEMENT)

HULL Now let's go back in musical history. Ten years ago this week the favorite melody was Irving Berlin's famous ballad - "Always."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("SHOULD I".....DE LYS.....)

(FADES FOR ANNOUNCEMENT)

HULL And just five years back - May, Nineteen Hundred and Thirty, the hit tune was "Should I"

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THE BEAT OF MY HEART".....ORCHESTRA.....)

(FADES FOR ANNOUNCEMENT)

HULL And now here's the hit of the first week in May one year ago - "The Beat of My Heart".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("LULLABY OF BROADWAY".....BOYS AND GIRLS.....)

(FADES FOR ANNOUNCEMENT)

HULL But perhaps you like this week's favorite best.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER Now let's take a little journey to a Lucky Strike factory down in Virginia. A plant executive is acting as guide to a lady and gentleman from the North.

GUIDE And here, Mr and Mrs. Wilson, is one of the warehouses where we receive the tobacco bought from farmers. This tobacco will all be stored away to age and mellow for nearly three years.

MRS WILSON My goodness! What a tremendous stock! Why, there must be hundreds of tons in those great piles of baskets!

GUIDE: Yes, indeed! And they're all center leaves, too..Center leaves of the finest tobacco grown in the South.

MRS. WILSON: But what's wrong with the top and bottom leaves?

GUIDE: Top leaves are undeveloped, raw and bitter. Bottom leaves are sandy, dry and harsh. We never buy such leaves for Luckies.

MR. WILSON: But this policy of "center leaves only" must make your Lucky Strike tobacco pretty expensive.

GUIDE: You're right, it does, sir! But it's the tobacco that counts, and we buy for Luckies only about 14 per cent of the tobacco plant - the center leaves only - the cream of the crop. Of course that makes Luckies a milder, more fragrant and better tasting smoke.

("ISLE OF CAPRI" .....ORCHESTRA.....)

(FADES FOR ANNOUNCEMENT)

HULL: You're very loyal to this melody out on the Pacific Coast - and it's your strong support that makes "The Isle of Capri" rank sixth in national favor. By way of contrast, it's Number Two song in Los Angeles and Hollywood. Tonight, we present the number as a Continental Tango.

(MUSIC SWELLS AND FINISHES)

HULL: Princeton University created our next number - it's called "Love And A Dime" and was the hit song of this year's Princeton Triangle Club show. Gradually it moved out of collegiate circles into national favor - into twelfth place this week, to be exact. It won't surprise you to hear that the boys at Princeton are proud of having a national hit written on their own campus, and have made "Love and A Dime" their favorite melody. But it may astonish you to learn that their friendly rivals at the nearby University of Pennsylvania have given it the same rating.

HULL: (CON) We'll try to give you a little university atmosphere around "Love And A Dime" in an arrangement featuring the Lucky Strike stars, Kay Thompson and Johnny Hauser.

("LOVE AND A DIME" PRODUCTION NUMBER) (FADES FOR ANNOUNCEMENT)

HULL: (OVER MUSIC) Our scene is a mythical college - you can supply the name yourself. At the moment, Professor Noddle is about to hand out the diplomas to members of the graduating class - but before he does so, he gives the boys and girls a little advice. Listen to the Professor.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Let's look within a Lucky Strike Cigarette. Notice the long, golden strands of fine tobacco, Turkish and domestic. That's because the manufacturers of Lucky Strike have always realized that it's the tobacco that counts. Not a single top leaf, parched by the sun. Not a single bottom leaf, coarse and grimy. Just the choice, fragrant center leaves go into your Lucky Strike. Only the most expensive, flavorful leaves that form the cream of the crop. That's why Luckies give you always the mildest smoke, the best-tasting smoke.

VOICE OF CIGARETTE: I'm your best friend. I am your Lucky Strike. Try me. I'll never let you down.

("EVERY DAY" ORCHESTRA) (FADES FOR ANNOUNCEMENT)

HULL: Number Nine in The Hit Parade - but among the five favorite songs in the state of Georgia, Alabama and Texas - "Every Day."

(MUSIC SWELLS AND FINISHES) (SEGUE TO

(WHEN I GROW TOO OLD TO DREAM CARLISLE)

(FADES FOR ANNOUNCEMENT)

HULL: And here's the seventh song in national favor, although it ranks third in the City of Chicago - "When I Grow Too Old To Dream" Lucky Strike's tenor soloist, Charles Carlisle brings you the words.

(MUSIC SWELLS AND FINISHES)

HULL: Ladies and gentlemen, we've received the following news flash from England -

ENGLISH VOICE: Two weeks ago this very night an English song hit was born - the popular music hall star, Cicely Courtneidge sang over the wireless - a British Broadcasting Company network, of course -- a new song, by two new writers, dedicated to the Silver Jubilee of Their Majesties the King and Queen. It's title is "Gentlemen! The King! There is no doubt that this will be one of the outstanding songs of the Jubilee, and of the year.

HULL: Thank you. As soon as we learned of the sensational overnight success of this song in Great Britain, L M Masius, one of Lucky Strike's representatives, caught the fast steamer "Majestic" and crossed the Atlantic in order to get the music to Lennie Hayton in time for this evening's performance. Next Monday, when you read of the English Royal Jubilee celebration in your newspaper, and listen to such ceremonies as are broadcast over your radio, you can be sure that this song is being played by the orchestras of Mayfair, and hummed by the man on the street in London -- "Gentlemen! The King!"

("GENTLEMEN! THE KING!".....ENSEMBLE AND ORCHESTRA.....)

(OVER)

HULL:

Here we are again with four songs in a single group - the Big Time Old Timers. These are the songs which you like so much you've held them in The Hit Parade for several weeks - First, "I Won't Dance," fourth ranking song in national popularity - Johnny Hauser sings the lyric.

"I WON'T DANCE".....HAUSER.....)

(SEGUE TO

(I WAS LUCKY.....)

HULL: And here's the eighth song of this week - "I Was Lucky" from the picture "Folies Bergere". In Minneapolis and St. Paul the Lucky Strike surveys show that they like this tune just a shade better than elsewhere - it holds seventh place in the favor of the Twin Cities. --

"EASY TO REMEMBER".....DE LYS.....)

(FADES FOR ANNOUNCEMENT)

HULL: The thirteenth melody in Lucky's Big Fifteen - "Easy To Remember" sung by Miss Gogo De Lys.

"LULLABY OF BROADWAY".....ENSEMBLE.....)

(FADES FOR ANNOUNCEMENT)

HULL: And now we're all together again with your Number One Number - the people's choice for this week - Lucky's own soloists - Lennie Hayton and the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO

(SIGNATURE....."HAPPY DAYS".....)

ANNOUNCER: During the past hour Warren Hull was your narrator in the Lucky Strike Hit Parade. Join us here next Saturday for the 15 most popular songs of next week. You pick them - 120,000,000 of you - They will be your selections - Through our nationwide surveys we learn your preferences - then play these songs for your pleasure. Truly - it's a Lucky Strike Hit Parade!

THIS IS THE NATIONAL BROADCASTING COMPANY.

mc/nc/hz/lh/kh  
5/4/35



WEAF

THE LUCKY STRIKE HIT PARADE

(  
8:00 - 9:00 p.m.)

MAY 11th. 1935

SATURDAY

(SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents "The Hit Parade".....  
For the next hour the manufacturers of Lucky Strike  
Cigarettes bring you the songs all America is singing - the  
fifteen most popular songs of this week..Played by Lennie  
Hayton and his Lucky Strike Orchestra...Sung for you by  
Lucky's own group of soloists. The 15 Hits of this Week!  
You've picked 'em, one hundred and twenty million of  
you, and we are glad to play them. Each week, Lucky  
Strike asks the whole country: What are the songs you  
like best?...From north, south, east and west come the  
answers...Based on the biggest sales of sheet music  
and records...the songs played on your favorite radio  
programs...the dance tunes most requested at  
restaurants, night clubs and hotels...We check this  
national roll-call of rhythm and give you the week's  
15 "top" tunes in the Lucky Strike Hit Parade..Lennie  
Hayton and the Lucky Strike Orchestra start tonight's  
grand march of melody with the number that ranks eleventh  
this week, "You're a Heavenly Thing"

("YOU'RE A HEAVENLY THING".....ORCHESTRA)

ANGY: That's ridiculous, Sam. You're just being silly.

SAM: Well, a guy has a right to an opinion.

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ANGY: "The Lullaby of Broadway" was the hit of last week.  
So how can it be Number One again?

SAM: You tell me . I only like the song - I don't collect statistics..

ANGY: Know what I think will be way up front?

SAM: (NEGATIVE) Uh-uh.

ANGY: (DUMBLY) A new song - very romantic - "Once Upon a Midnight"

SAM: (LAUGHING) Will your face be red when Lucky Strike lists the hits!

ANGY: (FADING OUT) Is that so? Well, you don't have to laugh at me just because I like sentimental songs..

HULL: And so, in order to settle friendly arguments throughout the country, here are the Big Fifteen Hits of this week in the order of their popularity. See how your personal taste checks with that of the nation.

"Lullaby of Broadway"; for the second week in succession heads the list as all Americas favorite, and for the second time in second position comes "Soon."

ANGY: What's third?

HULL: "When I Grow Too Old to Dream" "Life Is a Song" is up to fourth this week, and number five song is "Lovely to Look At". A Newcomer, "About a Quarter to Nine" is sixth.

SAM: What's happened to "I Won't Dance"

HULL: That comes next, at seventh. Eighth in the favor of the nation is "She's A Latin From Manhattan"; ninth is "Every Day", tenth is "What's The Reason", eleventh, "You're A Heavenly Thing" and twelfth is "Flowers for Madame". (more)

CONT: Then at thirteenth, fourteenth and fifteenth are  
 "Would There Be Love", "Easy to Remember" and  
 "Once Upon A Midnight"

ANGY: My tunes in! My tune's in.

SAM: And I'm right about the Hit of the Week - did you notice?

ANGY: Hooray, darling - we both win! Isn't it swell, etc  
 (FADING)

HULL: Our Lucky Strike star, Gogo De Lys, picks the tenth  
 tune of the week for her first bow of the evening.  
 "What's the Reason" is the title.

("WHAT'S THE REASON"...GOGO DE LYS)

(SEGUE TO

("LIFE IS A SONG"...HAYTON & ORCHESTRA)

(PADES FOR ANNOUNCEMENT)

HULL: Song number Four in national ranking - but it's this  
 week's hit in the City of New York. "Life Is a Song"  
 with Lennie Hayton at the piano.

(MUSIC SWELLS AND FINISHES)

SALLY: (LONG BREATH) Ooh - isn't this a gorgeous night, Jack?  
 Look at the moonlight on those trees!

JACK Uh-huh, it is pretty nice. Glad the Club gave the  
 dance this evening instead of last night. Happy?

SALLY: Yes.

JACK: Lemme see that ring glitter on your finger.

SALLY: Look..How long now has it been since we became engaged?

JACK: See if I can remember back..Yup - Just 1 hour, 23 minutes  
 and 38 seconds ago, by the radium dial of my watch.  
 (THEY LAUGH)

SALLY: (SOFTLY) Only one thing missing.  
 JACK: What?..Oh, sure, I know!  
 SALLY: You remember - we met over a cigarette?  
 JACK: Here - have one. I'll light it for you.  
 SALLY: Thanks, darling. (SCRATCH OF MATCH)  
 JACK: (DREAMILY) You know what I bet this lucky'd be saying if it could talk?  
 SALLY: I ought to. It'd be saying - Remember how I brought you two together? I'm your best friend - I am your Lucky Strike.

("WOULD THERE BE LOVE"...MELODY GIRLS & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: Here's a newcomer to the Hit Parade - "Would There Be Love". Nationally, it ranks thirteen - but that shrewd judge of melody, Ben Bernie, tells us to watch this one climb. It's from his new picture "Stolen Harmony"

(MUSIC SWELLS AND FINISHES)

HULL: When top flight performers of Broadway musical comedy make a screen musical - you can be sure they'll be surrounded by a tuneful, exciting score. That's true of the Al Jolson-Ruby Keeler picture, "Go Into Your Dance". Altho it has been released only recently, Lucky Strike surveys show that one hit song, "About A Quartet to Nine", has already jumped up to third in the favor of Detroit, Michigan, and to sixth place nationally. And "She's A Latin from Manhattan" the other, is back today at Number Eight in the Hit Parade, after losing out by a nose last week.

(more)

CONT: Here are the Lucky Strike Stars, Kay Thompson and Johnny Hauser, with the Orchestra and the Rhythm Kings in "About A Quartet to Nine" and "She's A Latin from Manhattan".

(ABOUT A QUARTER TO NINE)

(SEGUE TO)

("SHE'S A LATIN FROM MANHATTAN")

(....KAY, JOHNNY, RHYTHM KINGS)

ANNOUNCER: Here's the talk of the town - the voice of a Lucky Strike.

VOICE OF CIGARETTE: In the morning I bring you the cheering fragrance of my mellow smoke. I am your soothing companion through the burden of busy hours. And when the day is done, I am the familiar friend who bids you a pleasant good-night. I am your Lucky Strike.

ANNOUNCER: Day in, day out, your Lucky Strike helps to make the rough spots smooth. Because it is made only of mild, expensive center leaves. No bitter top leaves. No tasteless bottom leaves. Center leaves only - the cream of the crop. Remember, it's the tobacco that counts and there are no finer tobaccos than those used in Luckies. That's why your Lucky has won the right to say:

VOICE OF CIGARETTE: I'm your best friend. I am your Lucky Strike. Try me. I'll never let you down.

("FLOWERS FOR MADAME"...CARLILE)

(FADES FOR ANNOUNCEMENT)

HULL: The song you've made twelfth in the list of your favorites this week - "Flowers for Madame" - Lucky's tenor soloist, Charles Carlile, brings you the lyric.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("I WON'T DANCE".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: Number Seven song nationally - but you people in Pittsburgh don't agree. You've put "I Won't Dance" from "Roberta" next to the top in second position.

(MUSIC SWELLS AND FINISHES)

S T A T I O N   B R E A K

(INSIDE SIGNATURE: "THIS IS MY LUCKY DAY")

(FADES FOR ANNOUNCEMENT)

HULL: The Lucky Strike Hit Parade..The fifteen most popular songs in America this week-- The fifteen best sellers in sheet music and on records - played most on your favorite radio programs - requested most at the places you dance.

To open the second half of the Hit Parade, the song that has stood ace high in popularity - Number One in your favor - for two weeks - "The Lullaby of Broadway".

And, just as a point of interest, we want to tell you that Lucky Strike investigators in Nassau, the Bahamas, report that, during their stay there, this was also Number One song with the Royal honeymoon couple, the Duke and Duchess of Kent.

("LULLABY OF BROADWAY"....ENSEMBLE)

JANE: This last trick is mine. Partner we've made four no-trump.

BILL: Good girl. That deserves a cigarette.

JANE: No thanks. I've been smoking too much. They all taste alike.

JOHN: Well, I don't know what brand you've got in that case but - gosh, I smoke Luckies all day long and I never get tired of them.

JANE: I suppose you expect me to believe they're different.

JOHN: No kidding, Jane, they are. Bill says it's because they use extra fine tobaccos and he ought to be an authority. His old man grows tobacco you know, down in Carolina. What about it, Bill?

BILL: Here's the report of an eye-witness. I've seen the way those Lucky Strike buyers judge a crop and believe me.....they're choosy. Only the center leaves, the cream of the crop. And do they pay! The sky's the limit! when they find tobacco that comes up to their standard!

JANE: Well, light this one for me and I'll try it.

JOHN: Ladies and gentlemen, I'm about to make a convert.

JANE: John, I hate to admit it, but this Lucky is different - so fragrant, too.

JOHN: Now I guess you'll believe that Lucky Strike motto "It's the tobacco that counts."

JANE: All right, I'm a Lucky smoker from now on - deal the cards, you salesman.

("WHEN I GROW TOO OLD TO DREAM"...ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: Paul Whiteman reports to us that his fan mail from all over the nation urgently requests this number "When I Grow Too Old to Dream" - third in national ranking.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO..)

("EASY TO REMEMBER"...PIANO & HAUSER)

(FADES FOR ANNOUNCEMENT)

HULL: And here's the song that's third in the favor of San Franciscans - "Easy to Remember". The country over, it ranks fourteenth in popularity. Johnny Hauser sings the lyric, and Lennie Hayton conducts the Lucky Strike Orchestra from his piano -

(MUSIC SWELLS AND FINISHES)

HULL: The doors swing wide, now, on Lucky's Musical Hall of Fame. Charles Carlile and the Melody Girls, Kay Thompson and the Rhythm Kings appear in the numbers you've liked so well that they've stayed several weeks in The Hit Parade, First, "Lovely to Look At" Hit-of-the-Week in Philadelphia...and fifth song nationally.

("LOVELY TO LOOK AT"...GIRLS AND CARLILE)

(SEGUE TO..)

("EVERY DAY".....RHYTHM KINGS)

(FADES FOR ANNOUNCEMENT)

HULL: "Every Day," song number Nine in the Hit Parade and a leader in the City of Chicago, where it's among the five most popular numbers this week -

(MUSIC SWELLS AND FINISHES)



(SEGUE TO)

("SOON"....KAY THOMPSON)

(FADES FOR ANNOUNCEMENT)

HULL: "Soon" holds its place again this week - still the second most popular song in the United States. And at Columbia University the student body makes it unanimous "Soon" is also Number Two on the Columbia Campus.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: I wish you could all visit any one of the Lucky Strike factories. Then you would see for yourself why Luckies are a milder and better-tasting cigarette. Each Lucky Strike is packed brimful of the choicest, most expensive tobaccos that money can buy. Only the mild, mellow center leaves of the tobacco are used. No harsh, biting top leaves. No grimy, tasteless bottom leaves go into your Lucky Strike. Luckies give you a friendly, fragrant smoke because they're made only of the expensive center leaves. It's the tobacco that counts and there are no finer tobaccos than those used in Luckies.

VOICE OF  
CIGARETTE: I'm your best friend. I am your Lucky Strike. Try me, I'll never let you down.

("ONCE UPON A MIDNIGHT".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: Another wanderer comes back to the Hit Parade after a one week lapse - "Once Upon a Midnight" fifteenth song in national popularity, but a prime favorite in the Middle West.

(MUSIC SWELLS AND FINISHES)

HULL: Down in Mexico City - gay capital below the Rio Grande -  
they are saying -

(SPANISH TALK FOR 20 SECONDS)

VOICE 1: We gave you "La Cucuracha"

VOICE 2: We gave you "La Paloma"

VOICE 1: And now we give you "Farolito"

HULL: The Hit of this week in Mexico City - the Lucky  
Strike Orchestra plays it for the first time in the  
United States "Farolito"

("FAROLITO"....GUITARS, VOICES, ORCHESTRA)

HULL: We've played and sung for you the most popular songs  
of the week - and now, before tonight's Hit Parade  
passes into history, let's glance at the popular  
songs of the corresponding week in recent years.  
In 1930, Gallant Fox won the Kentucky Derby, people  
were flocking to the movie version of "All Quiet  
on the Western Front", and all America was humming that  
gay little tune "Button Up Your Overcoat".

("BUTTON UP YOUR OVERCOAT"....DE LYS)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO..)

"THE DEVIL AND THE DEEP BLUE SEA"....HAUSER)

(FADES FOR ANNOUNCEMENT)

HULL: Three years ago - the second week in May, 1932 - the  
Japanese Army marched into Manchuria - Mayor Walker of  
New York led the Beer Parade up Fifth Avenue, and the  
most popular melody in the U.S.A. came from "The Cotton  
Club Parade" - "Between the Devil and the Deep Blue Sea"

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("TRUE".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: The Pulitzer Awards in drama and literature went to "Men In White" and "Lamb in His Bosom". In golf, the American Walker cup team defeated the British for the 8th successive time, one year ago this week. And here's the number your radio was playing then - "True"

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("LULLABY OF BROADWAY".....ENSEMBLE)

HULL: And now our final scene in this series of musical contrasts - the up-to-the-minute favorite - the song you've made your Number One hit for the second time - "The Lullaby of Broadway" . Lucky's own soloists - Lennie Hayton and the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(SIGNATURE.. "HAPPY DAYS".....)

ANNOUNCER: During the past hour Warren Hull was your narrator in the Lucky Strike Hit Parade. Join us here next Saturday for the 15 most popular songs of next week. There will be no guesswork - no personal opinions. Through our nationwide surveys we learn your preferences in cities, town and hamlets, all over the United States. Then we play these songs for your pleasure. We think you'll agree it's a Lucky Strike Hit Parade!

THIS IS THE NATIONAL BROADCASTING COMPANY.

kh/5/10/35

ATX01 0013513

*M. Boggs*

WEAF

THE LUCKY STRIKE HIT PARADE

( ) ( )  
8:00 - 9:00 P.M.

MAY 18, 1935.

SATURDAY

(SIGNATURE. . . . "HAPPY DAYS ARE HERE AGAIN". . .)

HULL: Lucky Strike presents - "The Hit Parade" --- featuring the fifteen most popular songs of this week - played by Lennie Hayton and his Lucky Strike Orchestra - sung by Lucky's own group of soloists -- and brought to you in your own Hit Parade by the manufacturers of Lucky Strike Cigarettes.

Yes, it is your own Hit Parade. You pick these tunes - one hundred and twenty million of you - and we are glad to play them. Every week Lucky Strike makes an accurate check to determine just which songs are your favorites. From hotels and night clubs we learn the numbers you request from the dance floor - sales of records and sheet music give us the tunes you like to play - radio reports tell us which songs you like to hear on your favorite programs. And then, we take the fifteen numbers that you have voted the most popular and bring them to you in your own Lucky Strike Hit Parade.

Tonight we step out with the melody that ranks fourteenth this week -- a new tune from the picture "In Caliente" -- "The Lady in Red".

("LADY IN RED". . . . .ORCHESTRA)

HULL: Let's take a look at our musical score-board to find out just what are the fifteen most popular songs of the week. Let's see what changes in ranking have taken place since last Saturday. Let's see how your personal taste checks with that of the nation. Are you ready? Here they are -- the Big Fifteen -- in order of popularity. Number One Number -- the Hit of this Week -- is "What's the Reason". And because they're going to sing it, Kay Thompson and the Rhythm Kings will tell you the second tune. The title is:

KAY &  
BOYS: "I Won't Dance".

HULL: Third in national favor comes "When I Grow Too Old To Dream", and the song that was Number One last week is in fourth place tonight -- "The Lullaby of Broadway". "Lovely To Look At" is fifth. And for the name of the sixth song we ask Johnny Hauser, who replies:

JOHNNY: "She's a Latin from Manhattan".

HULL: That brings us to the seventh ranking melody, "Life Is A Song", and the eighth, to be sung by Miss Gogo DeLys is:

GOGO: "Tell Me That You Love Me".

HULL: "About A Quarter To Nine" is ninth in your favor, closely followed by "Love And A Dime" in tenth position. Seated at the keyboard of his piano, Lennie Hayton gives us a clue to Song Number Eleven:

(HAYTON PLAYS FEW BARS OF MELODY)

HULL: Yes, it's "Flowers For Madame". "Easy To Remember" is twelfth, "You're A Heavenly Thing" is thirteenth, and as we've already told you, "The Lady in Red" is the fourteenth ranking hit this week.

(MORE)

HULL: Let's take a look at our musical score-board to find out just what are the fifteen most popular songs of the week. Let's see what changes in ranking have taken place since last Saturday. Let's see how your personal taste checks with that of the nation. Are you ready? Here they are -- the Big Fifteen -- in order of popularity. Number One Number -- the Hit of this Week -- is "What's the Reason". And because they're going to sing it, Kay Thompson and the Rhythm Kings will tell you the second tune. The title is:

KAY &  
BOYS: "I Won't Dance".

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JOHNNY: "She's a Latin from Manhattan".

HULL: That brings us to the seventh ranking melody, "Life Is A Song", and the eighth, to be sung by Miss Gogo DeLys is:

GOGO: "Tell Me That You Love Me".

HULL: "About A Quarter To Nine" is ninth in your favor, closely followed by "Love And A Dime" in tenth position. Seated at the keyboard of his piano, Lennie Hayton gives us a clue to Song Number Eleven:

{HAYTON PLAYS FEW BARS OF MELODY}

HULL: Yes, it's "Flowers For Madame". "Easy To Remember" is twelfth, "You're A Heavenly Thing" is thirteenth, and as we've already told you, "The Lady in Red" is the fourteenth ranking hit this week.

(MORE)

ATX01 0013516

HULL: (CONT) And finally, in fifteenth place, there's a newcomer to the Hit Parade, "In A Little Gypsy Tea Room". Now we're on our way again with Johnny Hauser and the Lucky Strike Orchestra -- the tenth tune -- "Love And A Dime".

("LOVE AND A DIME". . . . . HAUSER AND ORCHESTRA)

SEGUE TO

("ABOUT A QUARTER TO NINE". . . . . PIANO AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: Song Number Nine in national ranking -- but our Lucky Strike surveys tell us that in Boston you like it so well that you place it in the First Five -- "About A Quarter To Nine" with Lennie Hayton conducting from the piano.

(MUSIC SWELLS AND FINISHES)

VOICES: (AD LIB) Such a lovely evening!....Goodnight, Marion.... Goodnight... Come along, Henry - we'll drop you off...Yes, Helen, Tuesday...That'll be fine. Goodnight, Jane.... Goodnight....Goodnight..

JANE: (AS VOICES FADE OUT) Wh-e-e-t!.....That's over!...What a party! What a party!....Loads of fun, but --

GEORGE: Yes, and they're a swell gang, too....But, dear, it's a lot nicer being alone with you.

JANE: (TENDERLY) Good boy! That's the nicest thing I've heard tonight....Just for that, you may come over here and sit with me....(PAUSE) There, let me put this cushion behind you.....Comfy?

GEORGE: Ah-h-h! .... Heavenly!...And an angel right beside me, too! Have a cigarette?

JANE: Thanks, dear....(HE LIGHTS CIGARETTE) There!...Just you and me and good old Lucky Strike, -- alone at last!

GEORGE: Yes, honey...and when two is company, a Lucky never makes a crowd. That's why it says I'm your Best Friend. I am your Lucky Strike. Try me. I'll never let you down.

("EASY TO REMEMBER" . . . . . GIRLS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: Here's the favored song this week at Yale University - "Easy To Remember". Number One at Yale -- Nationally, Number Twelve.

(MUSIC SWELLS AND FINISHES)

HULL: The tune that ranks fifteenth is the newest number in the Hit Parade -- but that great singer, Miss Ruth Etting tells us her fan mail is already filled with requests for it -- "In A Little Gypsy Tea Room". Here's an arrangement featuring the Lucky Strike star, Charles Carlile.

("GYPSY TEA ROOM" . . . . . CARLILE AND ORCHESTRA)

SEGUE TO

("I WON'T DANCE" . . . . . KAY AND RHYTHM KINGS)

(FADES FOR ANNOUNCEMENT)

HULL: "I Won't Dance", Number Two song in the favor of the nation -- and you people in Omaha give it the same rating - a Hit Parade highlight with Kay Thompson and the Rhythm Kings.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Is there a difference in cigarettes? If you knew the inside facts, you'd certainly say "yes". Luckies are different because they're made of choice, finer tobacco...tobacco that commands a higher price and is worth it. Luckies are different because they are made of center leaves, only. No sticky, sharp top leaves...no sandy, dry bottom leaves.

(MORE)



ANNOUNCER: With a cigarette, remember, it's the tobacco that counts  
(CONT)

and there are no finer tobaccos than those used in Luckies.

VOICE: I'm your best friend. I am your Lucky Strike. Try me.

I'll never let you down.

("TELL ME THAT YOU LOVE ME" . . . . . DE LYS)

(FADES FOR ANNOUNCEMENT)

HULL: "Tell Me That You Love Me" -- the Hit of this week in New  
York City and in Indianapolis - the country over, this song  
rates eighth. Our Lucky Strike soloist, Miss Gogo De Lys -

(MUSIC SWELLS AND FINISHES)

SEGUE TO...

("YOU'RE A HEAVENLY THING" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: Bing Crosby wires us that this is one of the most popular  
tunes with Hollywood's movie colony "You're A Heavenly  
Thing" - star tune Number Thirteen.

(MUSIC SWELLS AND FINISHES)

(S-T-A-T-I-O-N B-R-E-A-K)

(INSIDE SIGNATURE:....."THIS IS MY LUCKY DAY"....)

(FADES FOR ANNOUNCEMENT)

HULL: The Lucky Strike Hit Parade -- the nation's fifteen most  
popular songs of this week -- The Big Fifteen that are best  
sellers on records, and sheet music, and that are played  
most often over the air and at the places you dance.

(MORE)

HULL: (CONT) To open the second half of our program we offer you the most popular song in the United States of America tonight --

"What's The Reason". The vocalists are the Rhythm Kings.

("WHAT'S THE REASON" . . . . . BOYS AND ORCHESTRA)

SEGUE TO

("SO LONG MARY" . . . . . CHARLES CARLILE)

(FADES FOR ANNOUNCEMENT)

HULL: Let's take a long, long backward look for the hits of this week in other years. Thirty years ago everyone wondered if the automobile was here to stay, and George M. Cohan composed one of his first song hits - "So Long Mary".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("EVERY LITTLE MOVEMENT" . . . . . ORCHESTRA)

HULL: Twenty-five years ago this week "Madame Sherry" was playing to packed houses, and its hit song was on everyone's lips -- "Every Little Movement Has a Meaning All Its Own".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("CHARLESTON" . . . . . KAY THOMPSON)

(FADES FOR ANNOUNCEMENT)

HULL: And just ten years ago this week a great dance craze was sweeping the country - Here's the tune that started it - the Charleston!

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WHAT'S THE REASON" . . . . . HAUSER, DE LYS AND BOYS)

JIMMY: (TALKS WITH SOUTHERN ACCENT) Quite a nice place to eat, isn't it, Helen?

HELEN: I'm crazy about it, Jimmy. I don't know when I've had such a lovely luncheon.

JIMMY: Have a Lucky?

HELEN: Why is it that you never smoke anything but Luckies?

JIMMY: Well, darling, if you don't know, it's time you learned. My dad raises tobacco. I know the kind of tobaccos the Lucky Strike cigarette folks buy.

HELEN: That sounds interesting. Tell me about it.

JIMMY: Well, the Lucky people buy the finest tobacco grown -- the very cream of the crop. And they buy for Luckies nothing but the choice, expensive center leaves.

HELEN: But what about the top and bottom leaves? Aren't they good, Jimmy?

JIMMY: Not good enough for Luckies. Top leaves are raw and bitter. Bottom leaves are dry, harsh, sandy.

HELEN: But why are center leaves so superior?

JIMMY: Because they're fully developed and ripened. Center leaves have a richer flavor, a finer aroma. They're milder. Here, Helen, just try a Lucky and see for yourself. (LIGHTS LUCKY FOR HER)

HELEN: Oh, Jimmy! It is a grand smoke, isn't it? So mild and smooth! Such a pleasant taste! Guess you'd better call the waiter and order a pack of Luckies for me.

("FLOWERS FOR MADAME" . . . . . PIANO AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: Eleventh song in national favor - "Flowers for Madame" --  
But in Montpelier, Vermont it ranks third.

(MUSIC SWELLS AND FINISHES)

HULL: The second song in Columbus, Ohio, is sixth in the favor  
of the country at large; "She's A Latin From Manhattan" from  
the motion picture "Go Into Your Dance". Lennie Hayton  
presents a new version of this hit tune, featuring the  
Lucky Strike stars, Kay Thompson, Gogo De Lys, and Johnny  
Hauser.

("SHE'S A LATIN" . . . . . ENSEMBLE)

ANNOUNCER: They say of Lucky Strike Cigarettes that one smoke tells the  
story. Let's let a Lucky speak for itself:

VOICE: Turn to me for companionship when you are lonely, for relief  
when you are anxious. I'll never let you down. I am your  
Best Friend. I am your Lucky Strike.

ANNOUNCER: Yes, and Luckies couldn't be so friendly if they were just  
an ordinary cigarette. Luckies are milder, Luckies taste  
better, because Luckies are made of fragrant, expensive  
center leaves only. "The cream of the crop". It's the  
tobacco that counts and there are no finer tobaccos than  
those used in Luckies.

VOICE: I am your Best Friend. I am your Lucky Strike. Try me.  
I'll Never Let Your Down.

("LULLABY OF BROADWAY" . . . . . ORCHESTRA)

FADES FOR ANNOUNCEMENT)

HULL: This song holds fourth place in your favor - "The Lullaby  
of Broadway".

(MUSIC SWELLS AND FINISHES)

HULL: Picture yourself vacationing in gay Vienna - sitting at a  
small table in a sunny garden....

(MORE)

(BEGIN MUSIC SOFTLY)

HULL: Then, from somewhere, come stealing the soft strains of a waltz -- Yes, it's "Mein Herz ruft immer nur nach Dir, Oh, Marita" -- "Marita, My Heart Beats Only For You" -- the hit song of this week in the City of Vienna.

("OH, MARITA" . . . . . ORCHESTRA)

HULL: Now for the Big Time Old Timers -- melodies that have remained several weeks in the Hit Parade, because you, all over the country, you like them too much to let them go. "Life Is A Song", seventh song nationally, and this week's big hit in Chattanooga, Tennessee. Charles Carlile sings the lyric.

("LIFE IS A SONG" . . . . . CARLILE)

SEGUE TO

("WHEN I GROW TOO OLD TO DREAM" . . . . . DE LYS)

(FADES FOR ANNOUNCEMENT)

HULL: Third song of the week nationally - but in Colorado Springs it's the top - "When I Grow Too Old To Dream". Charming Miss Gogo De Lys is singing.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("LOVELY TO LOOK AT" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: Fifth in your favor - "Lovely To Look At", from "Roberta".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WHAT'S THE REASON" . . . . . KAY AND BOYS)

HULL: And now again the hit song of this week -- "What's The Reason" - first in popularity all over America -- Lucky's own soloists - Lennie Hayton and the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(SIGNATURE. . . . "HAPPY DAYS ARE HERE AGAIN". . .)

ANNOUNCER: During the past hour, Warren Hull was spokesman for the Lucky Strike Hit Parade. Join us here next Saturday for the fifteen most popular songs of next week. Through nationwide surveys we learn your preferences - wherever you live - all over the United States. Then this Hit Parade is presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. Remember, please, it's the tobacco that counts, and there are no finer tobaccos than those used in Luckies.

THIS IS THE NATIONAL BROADCASTING COMPANY.

wjk  
5-17-35.

WEAF

THE LUCKY STRIKE HIT PARADE

( ) ( )  
8:00 - 9:00 P.M.

MAY 25, 1935

SATURDAY

(SIGNATURE....."HAPPY DAYS ARE HERE AGAIN".....)

HULL: Lucky Strike presents "The Hit Parade":

For the next hour the manufacturers of Lucky Strike Cigarettes will bring you the fifteen most popular songs of this week - the Fifteen favorites of One Hundred and Twenty Million people - played by Lennie Hayton and his Lucky Strike Orchestra and sung by Lucky's own group of soloists.

The Fifteen biggest song hits of this week! We play 'em, because you've picked 'em. Up and down the land we go-- into every state and city ---to learn the songs you want to hear. Each week Lucky checks the sales of sheet music and records - the tunes requested from the dance floor at night clubs and hotels --the numbers you like to hear over the air. Then, when the nationwide returns are in, we make a careful tally to learn the winners. Here they are ---all fifteen of them --in the Lucky Strike Hit Parade!

("LOVE AND A DIME".....ORCHESTRA)

HULL: That was Lennie Hayton and the Lucky Strike Orchestra playing "Love and a Dime" - the song that ranks eleventh in the favor of the nation this week. Now we move along with a melody that stands up in the first five in the Texas cities of Dallas, Galveston, San Antonio, and Houston --and the country over, it's the ninth song of the week: "Way Back Home", with Johnny Hauser bringing you the words.

("WAY BACK HOME".....HAUSER)

ATX01 0013525

SEGUE TO

("LIFE IS A SONG" . . . . . PIANO & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: (OVER MUSIC) Lennie Hayton conducts from his piano the melody that's sixth in national favor this week: "Life Is a Song". But you people in Washington, D.C. rate this number higher - it's Number Three in the National Capital.  
(MUSIC SWELLS AND FINISHES)

HARRY: (AFTER CLOCK CHIMES HALF HOUR) Oh boy! Twelve thirty... I never dreamed it was that late, Barbara.

BARBARA: My goodness. I didn't either... You'd better get going young man. You know how father is.

HARRY: Oh, come on. Let's have one more cigarette. Then I'll go. Here, I have a light. .

(SCRATCH OF MATCH)

(DAD THUMPS ON FLOOR ABOVE)

BARBARA: (IN WHISPER) There he is now. When Dad pounds that way it means....get going.

HARRY: (IN WHISPER) Ah. tell him we're just going to finish this one Lucky...go on....tell him.

(DAD THUMPS ON FLOOR AGAIN)

BARBARA: (DUTIFULLY) Y-yes, Daddy -

DAD: Barbara....hasn't Harry a home to go to?

HARRY: (IN WHISPER) Go on --go on --tell him. One more cigarette.

BARBARA: No, Daddy; we'll just finish this one Lucky and then he's going.

DAD: All right. But only one, you two young night hawks.

HARRY: (DELIGHTEDLY) It worked! Good old Lucky Strike. Listen, can you hear what this one is saying to me?



BARBARA: No, silly, what?

HARRY: When you want an excuse to stay a little longer, I'm your best friend, I am your Lucky Strike.

("IN THE MIDDLE OF A KISS" . . . . . MELODY GIRLS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: Bing Crosby wires us from Hollywood that this song --"In the Middle of a Kiss" is becoming very popular in the moving picture colony. It's national ranking this week is Fifteenth --And in just a moment the Melody Girls will sing you the lyric.

(MUSIC SWELLS AND FINISHES)

HULL: A little more than three years ago nearly everyone in Naples --in fact nearly everyone in Southern Italy, was singing or whistling a song called "Parlami D'amore, Mariu". And now - after having been almost forgotten for a time -- that same melody has turned up as one of the hits of this week in the United States --ranking eighth, to be exact. "Tell Me That You Love Me Tonight" is the title the song bears in this country, and here are the Lucky Strike stars, Charles Carlile and Gogo De Lys in a version which will bring you both English and Italian words.

("TELL ME THAT YOU LOVE ME" . . . . . DE LYS AND CARLILE)

SEGUE TO

("LULLABY OF BROADWAY" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: In fifth place nationally but our Lucky Strike surveys show that this tune ranks second in Richmond, Virginia -- "The Lullaby of Broadway".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: A Lucky Strike Cigarette plays such an important part in a day that it should have a right to speak for itself.

VOICE OF CIGARETTE: I am made for your enjoyment. When you are lonely --I bring you companionship. When you are anxious - I bring you relief. I'm your best friend. I am your Lucky Strike. Try me. I'll never let you down.

ANNOUNCER: Take a good look at your Lucky Strike. Note how round and firm and fully packed it is. Every strand of that golden tobacco is carefully selected to insure the best of smokes. And only the best leaves --the choice, mild, fragrant center leaves go into your Lucky Strike. Not a single sharp, bitter top leaf --not one grimy, withered bottom leaf to mar your pleasure. Only the flavorful, expensive center leaves. It's the tobacco that counts and there are no finer Turkish and domestic tobaccos than those used in Luckies.

("EVERYTHING'S BEEN DONE BEFORE" . . . . . KAY AND BOYS)

(FADES FOR ANNOUNCEMENT)

HULL: Here's the Hit of This Week in Tampa, Florida, although throughout the nation this is the Thirteenth song, "Everything's been Done Before". A Hit Parade highlight with Kay Thompson and the Rhythm Kings.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("SHE'S A LATIN FROM MANHATTAN" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: Third in the favor of the nation but it leads the parade with the girls at Mount Holyoke - "She's A Latin From Manhattan".

(MUSIC SWELLS AND FINISHES)

S T A T I O N -- B R E A K

(INSIDE SIGNATURE ..... "THIS IS MY LUCKY DAY")

(FADES FOR ANNOUNCEMENT)

HULL: The Lucky Strike Hit Parade - the fifteen songs you choose yourself --the Big Fifteen in sheet music and record sales --leaders over the air and on your dance floors all over the United States.

To open the second half of the Hit Parade, our Number One Number, the Hit of This Week--and you may be surprised to hear it's the same song that led the field last Saturday-- "What's the Reason"---for the second week in succession the most popular song in America.

("WHAT'S THE REASON.....ENSEMBLE)

(RUMBLE OF RAILROAD TRAIN.....WHISTLE BLOWS)

FIRST MAN: (WITH SOUTHERN ACCENT) Here's my order for dinner, waiter. Guess I'll have time to eat before this train hits Durham?

WAITER: Sho', suh, plenty o' time. Dis ge'm'en at yo' table, he goin' to Durham, too..

SECOND MAN: (AFTER SLIGHT PAUSE) Great ride, isn't it --down through the Carolinas? Mile after mile of tobacco fields?

FIRST MAN: Yes, sir. The new tobacco crop is coming along fine, too don't you think?

SECOND MAN: To tell the truth, I don't know much about tobacco. You see, I'm from the North.

FIRST MAN: Well I've been workin' with tobacco one way and another ever since I can remember.

SECOND MAN: And I notice you smoke Lucky Strike Cigarettes.

FIRST MAN: Yes, indeed! You'll find most of us tobacco men smokin' Luckies. You see, we know what's in 'em.

SECOND MAN: You really think Luckies are better, then?

FIRST MAN: Man, I know it! Those Lucky Strike people are the world's most careful buyers of tobacco. They insist on only the choice center leaves. Pay the price to get 'em, too.

SECOND MAN: No top or bottom leaves in Luckies?

FIRST MAN: Not a single one! You see, the top leaves are raw and bitter. The bottom leaves are sandy, dry and harsh. This inferior tobacco never gets into a Lucky Strike.

SECOND MAN: Well, sir, I wish more smokers could hear that story.

FIRST MAN: Yes, center leaves have a finer, richer flavor. You'll find the more fragrant, too, and milder. Take it from an old tobacco man, Lucky Strike is a finer cigarette.

("ABOUT A QUARTER TO NINE", . . . . ., ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: "Number Two In Kalamazoo, But the Country O'er, Number Four"----That jingle describes the tune to which you are listening --"About a Quarter to Nine" from the motion picture "Go Into Your Dance."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WHEN I GROW TOO OLD TO DREAM", . . . . ., CARLILE)

(FADES FOR ANNOUNCEMENT)

HULL: The Fourth song of the week in Montgomery Alabama, rates higher elsewhere: The title is "When I Grow Too Old to Dream", and nationally it's the second most popular song of the week. Charles Carlile singing.

(MUSIC SWELLS AND FINISHES)

HULL: Lucky's Musical Hall of Fame: That select group of especially fine songs that have remained in the Hit Parade several weeks by popular demand. First we hear "I Won't Dance" and "Lovely To Look At" from the picture "Roberta"----melodies that rank Seventh and Tenth, respectively, in the favor of the country at large. But "I Won't Dance" is the Hit of This Week in Albany, and "Lovely To Look At" rates Number one in Cleveland. The Lucky Strike stars, Gogo De Lys and Johnny Hauser, with the Melody Girls.

("I WON'T DANCE". . . . . HAUSER & DE LYS)

SEGUE TO

("LOVELY TO LOOK AT . . . . . GIRLS")

SEGUE TO

("SOON". . . . . KAY AND BOYS)

(FADES FOR ANNOUNCEMENT)

HULL: "Soon"---Song Number Fourteen in the Hit Parade, but a favorite with the student body of Stanford University where they rate it as Number One. Kay Thompson and the Rhythm Kings sing the lyric.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Have you noticed how many people are talking about Lucky Strike Cigarettes these days? One person tells another how Mild and Mellow Luckies are. Then he in turn spreads the news to others. For Lucky Strike cigarettes are really something to talk about. They are so round, so firm, so fully packed with long golden strands of fine Turkish and Domestic Tobacco...That's why Luckies do not dry out. Remember, it's the tobacco that counts and there are no finer tobaccos than those used in Luckies.

("FLOWERS FOR MADAME" . . . . .PIANO AND HAUSER AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: Twelfth song of this week --"Flowers for Madame". But Lucky Strike investigators in St. Paul report this tune as rating considerably higher there --in fact, it's the fifth most popular song in town. Lennie Hayton conducts the Lucky Strike Orchestra from his piano and Johnny Hauser will join in to bring you the words.

(MUSIC SWELLS AND FINISHES)

HULL: Across the open ocean by seaplane -

(AIRPLANE MOTOR IN AND FADE)

And into a waiting mail truck --

(TRUCK MOTOR STARTS AND FADES WITH HORN BLOWING)

From Florida by air mail ---

(DIFFERENT PLANE MOTOR IN AND FADE)

And rushed from the landing field by special messenger--

(MOTORCYCLE MOTOR AND SIREN IN AND FADE)

That's how we received the hit song of this week from Havana, Cuba. The title is "Maria Belen Chacon."

("MARIA BELEN CHACON" . . . . .MISS IYS AND ORCHESTRA)

HULL: Here's a musical coincidence--in making their choice for the Hit of This Week, the residents of Boone, North Carolina, select a song that was a hit ten years ago. The tune? It's one that's become a classic in modern dance rhythm - "Dinah".

("DINAH" . . . . .ORCHESTRA)

SEGUE TO

("MOONLIGHT ON THE COLORADO" . . . . .CARLIE)

(FADES FOR ANNOUNCEMENT)

HULL: Just five years ago this week the Graf Zeppelin anchored at the mooring mast at Lakehurst, ending it's first flight from Germany to the United States. Queen Mary of England celebrated her sixty-third birthday. And the hit of the week was "Moonlight on the Colorado".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("SWEETHEARTS FOREVER" . . . . . ENSEMBLE)

(FADES FOR ANNOUNCEMENT)

HULL: Three years ago this week --May 20, 1932, Amelia Earhart made her solo hop across the Atlantic on the fifth anniversary of Lindbergh's flight. "Sweethearts Forever" was the tune all of us were singing then.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("COCKTAILS FOR TWO" . . . . . PIANO AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: And just a year ago this week the Century of Progress Exposition reopened for it's second season. It became legal to stand at a bar in New York State, and, somewhat appropriately, the hit song was "Cocktails for Two".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WHAT'S THE REASON" . . . . . ENSEMBLE)

(FADES FOR ANNOUNCEMENT)

HULL: Once again --the Hit Song of this Week - your Number One Number all over America - "What's the Reason". Lucky's own soloists, Lennie Hayton and the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(SIGNATURE. . . . "HAPPY DAYS" . . . )

ANNOUNCER: During the past hour, Warren Hull was spokesman for the Lucky Strike Hit Parade. Join us here next Saturday for the fifteen most popular songs of next week, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. Remember, please, that Luckies are mildor, Luckies taste better because they are made of fragrant, expensive center leaves only --the cream of the crop. It's the tobacco that counts, and there are no finer tobaccos than those used in Luckies.

THIS IS THE NATIONAL BROADCASTING COMPANY.

Joe 5/24/35

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WEAF

THE LUCKY STRIKE HIT PARADE

JUNE 1 Follows

( ) ( )  
8:00 - 9:00 P.M.

JUNE 8, 1935

SATURDAY

(SIGNATURE....."HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents "The Hit Parade".....

For the next hour the manufacturers of Lucky Strike Cigarettes bring you the fifteen most popular songs of this week....Played by Lennie Hayton and his Lucky Strike Orchestra....Sung for you by Lucky's own group of soloists. Each week, Lucky Strike asks the whole country: What are your favorite songs? From Maine to California, from big cities and small towns come the answers....Based on the biggest sales of sheet music and records....the songs played on your favorite radio programs...the dance tunes most requested at restaurants, night clubs and hotels..... One hundred and twenty million people pick the 15 "top" tunes for the Hit Parade and we're glad to play them. Here's Lennie Hayton and the Lucky Strike Orchestra in the number that ranks thirteenth this week, "I'll Never Say Never Again Again".

(I'LL NEVER SAY NEVER AGAIN".....ORCHESTRA)

(SEGUE TO --

(CHASING SHADOWS.....KAY THOMPSON)

(FADES FOR ANNOUNCEMENT)

HULL: This number - "Chasing Shadows" -- is the fourth most popular song of the week. The Lucky Strike star, Kay Thompson brings you the words.

(MUSIC SWELLS AND FINISHES)

HULL: Rubinoff wires us from Memphis, where he is appearing this week in person, that he is receiving many requests for the melody that holds ninth place this week, "Seein' Is Believin'". Lennie Hayton conducts from his piano.

(SEEIN' IS BELIEVIN' .....HAYTON AND ORCHESTRA)

(DOOR OPENS)

JERRY: (FORCED BOYANCE) Hello everybody - hello Ann. I'm so sorry - I had a puncture on the --

ANN: An hour late and dragging in that old puncture gag - listen to me, Mr. Jerry - there are a few things I won't do and one of them is wait an hour for you -

JERRY: Annie, honey, I really couldn't help it - Oh, Mrs. Fletcher - don't go way - I brought you something - Look!

MRS. F: Why, Jerry, how thoughtful - a carton of Luckies - my favorites. You didn't have to do that.

JERRY: Aw - I just thought they would be company for you tonight while we're out.

ANN: (SOFTENING) You should be a great success in life, Jerry.

JERRY: (LAUGHING) You know what a Lucky Strike says, don't you, Mrs. Fletcher?

MRS. FLETCHER: Why, I don't believe I do.

JERRY: Well, it says - To loneliness I bring companionship. I'm your best friend. I am your Lucky Strike.

("IN THE MIDDLE OF A KISS".....CARLILE)

(FADES FOR ANNOUNCEMENT)

HULL: Eighth in the favor of the nation is "In the Middle of a Kiss", Lucky's tenor soloist, Charles Carlile brings you the words.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

("THE LADY IN RED".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: Here's the tune that ranks fifteenth this week, altho our Lucky Strike surveys show it as Song Number Seven in San Francisco: From the motion picture "Caliente", "The Lady In Red."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

("ABOUT A QUARTER TO NINE".....HAUSER)

(FADES FOR ANNOUNCEMENT)

HULL: "About A Quarter to Nine" -- throughout the country, the fifth most popular song of this week. The Lucky Strike star, Johnny Hauser sings the lyrics.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Luckies, you know, use only long, golden strands of center leaf tobacco. No bitter, sun-withered top leaves....no coarse, sandy bottom leaves. Just the mild, fragrant expensive center leaves - the cream of the crop. That's why Lucky Strike cigarettes have a richer, mellower flavor. That's the reason they taste better. Remember, it's the tobacco that counts - and there are no finer Turkish or Domestic tobaccos than those used in Luckies.

("IN A LITTLE GYPSY TEA ROOM".....DE LYS)

(FADES FOR ANNOUNCEMENT)

HULL: "In A Little Gypsy Tea Room" is Number Seven song nationally, but in Atlanta, Georgia, it's this week's favorite. The singer will be our charming Lucky Strike star, Miss Gogo De Lys.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

("WHAT'S THE REASON".....KAY AND BOYS)

(FADES FOR ANNOUNCEMENT)

HULL: Number Two in the favor of the nation "What's The Reason".  
A Hit Parade Highlight, with Kay Thompson and the Rhythm  
Kings.

(MUSIC SWELLS AND FINISHES)

--STATION BREAK--

(INSIDE SIGNATURE: THIS IS MY LUCKY DAY)

(FADE FOR ANNOUNCEMENT)

HULL: The Lucky Strike Hit Parade - The fifteen songs you choose  
yourself -- The Big Fifteen that are best sellers in sheet  
music and on records -- that are played on your favorite  
radio programs - and requested most frequently from the  
dance floors of night clubs and hotels.

And now, here's the announcement of the Hit of This  
Week -- Number One Number throughout the country: "Life Is  
A Song" for the second successive week retains its position  
as coast-to-coast favorite. Lennie Hayton and the Lucky  
Strike Orchestra!

("LIFE IS A SONG".....ORCHESTRA)

(SEGUE TO --

("SWEET GEORGIA BROWN".....HAUSER)

(FADES FOR ANNOUNCEMENT)

HULL: To make our musical picture complete, let's take a backward  
look at Hits of This Week in previous years. In 1925, the  
favorite was "Sweet Georgia Brown."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

("CONGRATULATIONS".....DE LYS)

(FADES FOR ANNOUNCEMENT)

HULL: Five years ago today, June 8, 1930, King Carol regained the throne of Roumania -- Jack Sharkey and Max Schmeling were training for their Heavyweight Championship fight -- "The Green Pastures" was the leading play on Broadway, and the most popular song of the week was "Congratulations".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

("LISTEN TO THE GERMAN BAND".....ENSEMBLE)

(FADE FOR ANNOUNCEMENT)

HULL: It was just three years ago this week that Helen Wills Moody won the French national tennis championship for the fourth time. Bill Terry became manager of the Giants. And all of us were singing "Listen To The German Band".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("PLAY TO ME GYPSY". . . . . CARLILE)

HULL: And just a year ago, with the Fleet in New York Harbor, the weather seventeen degrees above normal, the yachts "Yankee", "Rainbow" and "Enterprise" racing off Newport for the honor of defending the "America's" Cup, the Hit of the Week was, "Play To Me Gypsy"....

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("LIFE IS A SONG". . . . . GIRLS AND ENSEMBLE)

(NOISE OF CAR DRIVING ALONG...WHIRR OF WHEELS...

TOOT OF AUTOMOBILE HORN)

JACK: Ever been up to West Point, Ted?

TED: (SOUTHERN ACCENT) Gosh no, Jack. This is the first time I've ever been further north than Washington, D. C.

JACK: Well, today you're going to see the cream of the crop of American manhood. There's a dress parade scheduled this afternoon.

TED: Say, that's great. Speaking of "Cream of the Crop" Jack, have a Lucky.

JACK: Thanks. (LIGHTS CIGARETTE) What's cream of the crop got to do with it, Ted?

TED: (LAUGHING) Guess you don't know much about cigarettes.

JACK: That's right... you were raised on a tobacco plantation, weren't you?

TED: Sure was - and "cream of the crop" means Lucky Strike Cigarettes down where I come from.

JACK: Why is that, Ted?

TED: People down South started it, I reckon - Luckies got so fussy about buyin' only the center leaves.

JACK: Center leaves?

TED: Yeah - they won't take the coarse top leaves or the sandy bottom leaves - that's why they have to pay more for the tobacco that goes into a Lucky.

JACK: And that's why they say it's the tobacco that counts, huh?

TED: That's right and there are no finer tobaccos than those used in Luckies - I know.

("EVERYTHING'S BEEN DONE BEFORE" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: "Everything's Been Done Before". Its national position this week is Number Twelve, but it's Number One in Des Moines.

(MUSIC SWELLS AND FINISHES)

HULL: The fourteenth ranking tune in the favor of the country is Tom Waring's song, "Way Back Home". Tonight, Lennie Hayton and Lucky's own soloists present this hit in minstrel show style. All ready? Curtain!

(SOUND OF CURTAIN GOING UP)

Lights! Music!

(VOICES ECHO EACH ORDER)

("WAY BACK HOME" . . . . . ENSEMBLE)



HULL: Lucky's musical spotlight reaches out across the Atlantic, to bring us the hit song of this week in Rome, Italy. It is called "Signora Fortuna". Our versatile star, Charles Carlile sings the lyric.

("SIGNORA FORTUNA". . . . . CARLILE AND ORCHESTRA)

ANNOUNCER: A Lucky is your silent companion on many adventures...but suppose it could break that silence; it might easily say:

VOICE: I'm the welcome third. I never intrude. Try me. I'll never let your down. I'm your best friend. I am your Lucky Strike.

ANNOUNCER: Yes, a Lucky is always welcome. Its soothing smoke brings companionship, keep enjoyment. You can depend on a Lucky. For Luckies are milder, mellower. They taste better. And that's because Luckies are made from expensive, fragrant center leaves of the finest Turkish and domestic tobaccos. Luckies are always round, firm, fully packed ... with never a loose end. Remember, its the tobacco that counts and there are no finer tobaccos than those used in Luckies.

("LOVELY TO LOOK AT". . . . . PIANO)

(FADES FOR ANNOUNCEMENT)

HULL: "Lovely To Look At" is nationally the eleventh song in your favor, In just a moment Lennie Hayton will take his place at the piano.

(MUSIC SWELLS AND FINISHES)

HULL: Lucky's Musical Hall of Fame: Melodies having "that certain something" which has made you keep them several weeks in the Hit Parade. "The Lullaby of Broadway" is Number Six tune throughout the country.

("LULLABY OF BROADWAY". . . . . ORCHESTRA)

SEGUE TO....

("TELL ME THAT YOU LOVE ME TONIGHT" . . . . . DE LYS)

HULL: (FADES FOR ANNOUNCEMENT)  
"Tell Me That You Love Me Tonight", third most popular song nationally, and the Hit of This Week in Jersey City. Miss Gogo De Lys is the singer.

(MUSIC SWELLS AND FINISHES)

SEGUE TO....

("SHE'S A LATIN FROM MANHATTAN" . . . . . KAY AND BOYS)

(FADES FOR ANNOUNCEMENT)

HULL: Here's the song that's tenth from the top in the list of your favorites, "She's A Latin From Manhattan". Kay Thompson and the Rhythm Kings.

(MUSIC SWELLS AND FINISHES)

SEGUE TO....

("LIFE IS A SONG" . . . . . CARLILE AND ENSEMBLE)

HULL: Now, for a brief reprise, the number which all of you have told us is your overwhelming favorite again this week all over the United States -- Lucky's own soloists, Lennie Hayton, and the Lucky Strike Orchestra...

(MUSIC SWELLS AND FINISHES)

SEGUE TO....

(SIGNATURE. . . . ."HAPPY DAYS".....)

ANNOUNCER: During the past hour Warren Hull was spokesman for the Lucky Strike Hit Parade. Join us here next Saturday for the fifteen most popular songs of next week, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. Remember, please, that Luckies are milder, Luckies taste better because they are made of fragrant, expensive center leaves only. It's the tobacco that counts, and there are no finer tobaccos than those used in Luckies. Goodnight and thank you.

THIS IS THE NATIONAL BROADCASTING COMPANY.

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6-7-35

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WEAF

THE LUCKY STRIKE HIT PARADE

( ) ( )  
8:00 - 9:00 P.M.

JUNE 1 1935

SATURDAY

(SIGNATURE....."HAPPY DAYS ARE HERE AGAIN")

HULL: Lucky Strike presents "The Hit Parade"!  
For the next hour the manufacturers of Lucky Strike Cigarettes will bring you the fifteen most popular songs of this week, played by Lennie Hayton and his Lucky Strike Orchestra and sung by Lucky's own group of soloists. The fifteen song hits of this week --you pick them --one hundred and twenty million of you --and we're glad to play them. From Maine to sunny California Lucky checks each week the songs you dance to --the sheet music you take home --the records you buy --the melodies played on your favorite radio programs. And then, when we've learned what you like to hear, we arrange our program to suit your taste. That's the Hit Parade --and here we are with the third most popular song in America this week --"What's the Reason".

("WHAT'S THE REASON".....ORCHESTRA)

SEGUE TO

("RESTLESS".....KAY THOMPSON)

FADES FOR ANNOUNCEMENT)

HULL: This number..."Restless" --is thirteenth in national favor--the Lucky Strike star Kay Thompson brings you the words.

(MUSIC SWELLS AND FINISHES)

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SEGUE TO

("EVERYTHING'S BEEN DONE BEFORE".....PIANO AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: Tenth in the favor of the nation and the Hit of This Week in Tulsa, Okalahoma - "Everything's Been Done Before". Lennie Hayton conducts from his piano.

(MUSIC SWELLS AND FINISHES)

JIMMY: (FADING IN) Mildred.....

MILDRED: (COLDLY) I'm not interested.

JIMMY: (DESPERATELY) Well, gee, it wasn't my fault! She dragee me on the dance floor.

MILDRED: I don't want to talk about it. I told you I wasn't interested.

JIMMY: Aw, don't you love me still.

MILDRED: Yes! Still.

JIMMY: Mildred, what's the use of fighting-----

MILDRED: Who's fighting? I'm not fighting! You say one more word and I'll give you back your ring.

JIMMY: (HUMBLY) Would you be awful mad if I asked you to smoke a cigarette with me? I kind of hate to have everything end like this.

MILDRED: (WEAKENING A LITTLE) Well all right.

JIMMY: Here --I'll light yours for you. (SCRATCH OF MATCH)  
(HUSKILY) Gee---Maybe it's the last time I'll ever do that.

MILDRED: (COMPLETELY WON OVER) No, Jimmy - don't say that!

JIMMY: (LOW HUSKY) Well, are you still mad?

MILDRED: Not too much.  
JIMMY: (CHANGE OF MOOD) You know what I'll bet that little old  
Lucky's saying right now?  
MILDRED: (DREAMILY) No - what?  
JIMMY: I bet it's saying, "When all else fails --I'm your best  
friend. I am your Lucky Strike."

("IN A LITTLE GYPSY TEA ROOM".....MELODY GIRLS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: Here's the seventh ranking melody of this week --"In  
a Little Gypsy Tea Room". You'll be interested to know  
that in Omaha and Birmingham it's the most popular song  
in town. The Melody Girls bring you the lyric.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("LULLABY OF BROADWAY".....RAY AND BOYS)

HULL: Throughout the country, this is the second most popular  
song "The Lullaby of Broadway", a Hit Parade highlight  
with Kay Thompson and the Rhythm Kings

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("TELL ME THAT YOU LOVE ME TONIGHT".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: Eight in national favor comes "Tell Me That You Love Me  
Tonight". But you people in Baltimore like this melody  
a little better - it's your Number Five song this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: The mild, rich flavor of a Lucky is unmistakable. Because  
in a Lucky you get only the fragrant, expensive center  
leaves --the Cream of the Crop. Every Lucky is round,  
firm, fully packed with long golden strands of fine turkish  
and domestic tobaccos. (MORE)

ANNOUNCER: (CONT'D) After all it's the tobacco that counts and there are no finer tobaccos than those used in Luckies.

("WAY BACK HOME".....DE LYS AND HAUSER)

(FADES FOR ANNOUNCEMENT)

HULL: "Way Back Home" is number Fifteen song nationally, but it's the Hit of this Week in Burlington, Vermont. The Lucky Strike stars Gogo De Lys and Johnny Hauser sing it for you.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I WON'T DANCE".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: Lenny Ross tells us that this melody --"I Won't Dance" ---is the number that was played most by ships' orchestras and hotel bands during his recent vacation in Bermuda. It's eleventh in your favor all over the country this week.

(MUSIC SWELLS AND FINISHES)

S T A T I O N - B R E A K

(INSIDE SIGNATURE-----"THIS IS MY LUCKY DAY")

(FADES FOR ANNOUNCEMENT)

HULL: The Lucky Strike Hit Parade - The Fifteen songs you like best this week. The Big Fifteen that are best sellers in sheet music and on records--that are played on your favorite radio programs --and that are requested most frequently from the dance floors of night clubs and hotels. We open the second half of our program with the big hit of the Hit Parade - the most popular tune in the United States tonight - "Life Is A Song". Charles Carlile, Lucky's tenor soloist, sings for you.

("LIFE IS A SONG" . . . . . GARLIE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: June is the month of brides and of blossoms - but it is also a month of outstanding popular songs. It was in June that "Way Down Yonder in New Orleans" first came to fame.

("WAY DOWN YONDER IN NEW ORLEANS" . . . . . ORCHESTRA)

SEGUE TO

("KALUA" . . . . . GOGO DE LYS)

(FADES FOR ANNOUNCEMENT)

HULL: Yes - June is the month of hits. Jerome Kern, Dean of American songwriters, composed a number that was most popular many Junes ago -- "When It's Moonlight in Kalua".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WAS THAT THE HUMAN THING TO DO" . . . . . HAUSER)

(FADES FOR ANNOUNCEMENT)

HULL: All through the month of June, 1932, all over America people were asking this question to music - "Was That The Human Thing To Do?"

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I WISH THAT I WERE TWINS" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: Let's go back in memory to last June -- can you remember the big song hit? May we remind you, it was "I Wish I Were Twins".

(MUSIC SWELLS AND FINISHES)



SEGUE TO

("LIFE IS A SONG".....ENSEMBLE AND CARLILE)

(FADES FOR ANNOUNCEMENT)

HULL: And now our musical sequence returns us to the Hit of This Week--the melody that ushers in another melodious month of June.

(MUSIC SWELLS AND FINISHES)

GEORGE: Betty Stevens!

BETTY: George! I haven't seen you in months.

GEORGE: That's right, Betty The boss kept me in the South for the past few months.

BETTY: Sit down and tell me all about it.

GEORGE: I'd welcome an excuse to sit down here with you. Seems like old times! Have a cigarette?

BETTY: Oh! You're smoking Luckies! I'd like to try one.

GEORGE: Yep. After two months in the tobacco country I'm a Lucky Booster.

BETTY: Great heavens! What did you see down there to make you so emphatic?

GEORGE: Well, for one thing, I saw what kind of tobacco goes into Luckies. Here, let me light yours. (SCRATCH OF MATCH)

BETTY: M-m-m - Say, that's nice What makes it so mild, you tobacco expert?

GEORGE: (MOCK DIGNITY) That's center leaf tobacco. It's the best and most expensive on the plant Luckies won't use anything else.

BETTY: (SUSPICIOUSLY) Come, Come! How about the other leaves?

GEORGE: They won't do for Luckies. I've seen the tobacco bought - and for Lucky Strike they won't take anything but the finest leaves....right from the center of the plant.

BETTY: Well, George, I'd like to tell you that you are a great salesman. But, really, this Lucky is selling itself to me

GEORGE: I crave no credit, my fine lady, because, as they say about Luckies - it's the tobacco that counts, and there are no finer tobaccos than those used in Luckies.

("LOVE AND A DIME".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: "Love and a Dime". It's National ranking this week is Number Twelve, but it's Number One in Cincinnati.

(MUSIC SWELLS AND FINISHES)

HULL: The fifth ranking tune in the favor of the country at large is "About a Quarter to Nine" from the moving picture "Go Into Your Dance", and in New Orleans they like this song so well that they give it second position. Tonight, Lennie Hayton offers a brand new treatment of this favorite.

("ABOUT A QUARTER TO NINE".....KAY, CARLILE, GOGO, JOHNNY)

HULL: For the Hit of this Week in Buenos Aires, the Argentines selected an American number. It's "Love in Bloom". The Lucky Strike Orchestra with Tito Coral.

("LOVE IN BLOOM".....SPANISH LYRIC.....CORAL AND ORCHESTRA)

ANNOUNCER: Your Lucky is usually a listener, but tonight it speaks for itself.

VOICE: In the morning my friendly smoke sends you smiling to the day's work. In the evening when you're tired, I soothe and refresh you. I am always at your service. I am your Best Friend. I am your Lucky Strike.

ANNOUNCER: It's true Luckies are more friendly, milder, smoother. They are made only of the choice fragrant center leaves of the tobacco plant. None of the bitter top leaves or the withered, woody bottom leaves go into a Lucky Strike cigarette. Only the full-flavored, expensive center leaves. That's why Luckies always taste better. Remember, it's the tobacco that counts and there are no finer tobaccos than those used in Luckies.

("IN THE MIDDLE OF A KISS".....PIANO AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: "In the Middle of a Kiss" bears the high national ranking of Number Six, and it's the favorite song of this week in Newport, Rhode Island. In just a moment Lennie Hayton will take his place at the piano.

(MUSIC SWELLS AND FINISHES)

HULL: Fourth tune in the favor of the nation is "She's A Latin from Manhattan" and it's also sixth ranking melody with students at the University of Alabama. The singers are Kay Thompson and the Rhythm Kings.

("SHE'S A LATIN".....KAY AND BOYS)

SEGUE TO

("LOVELY TO LOOK AT".....GOGO DE IYS)

(FADES FOR ANNOUNCEMENT)

HULL: "Lovely to Look At"----fourteenth song in national popularity--but our Lucky Strike surveys show that in Trenton, New Jersey this song ranks much higher - There, it's Number Two song of the week. Miss Gogo De Lys is our singer.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("FLOWERS FOR MADAME".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

HULL: Here's the song that's ninth from the top in the list of your favorites---"Flowers for Madame". In Ogden, Utah, this melody is in third position.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("LIFE IS A SONG".....CARLILE AND ENSEMBLE)

HULL: Now, for a brief reprise, the number which all of you have told us is your overwhelming favorite this week the country over---Lucky's own soloist, Lennie Hayton, and the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(SIGNATURE....."HAPPY DAYS")

ANNOUNCER: During the past hour Warren Hull was spokesman for the Lucky Strike Hit Parade. Join us here next Saturday for the fifteen most popular songs of next week, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. Remember, please, that Luckies are milder, Luckies taste better because they are made of fragrant, expensive center leaves only.

(MORE)

-10-

ANNOUNCER: (CONT'D) It's the tobacco that counts, and there are no  
finer tobaccos than those used in Luckies.

Goodnight and thank you.

THIS IS THE NATIONAL BROADCASTING COMPANY.

Jac 5/31/35

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GRAUER: "About A Quarter To Nine" holds fifth position in the country-wide list of your favorites, but you people in Detroit like this song so well that you've made it your Hit of The Week. Lennie Hayton conducts from his piano.

("ABOUT A QUARTER TO NINE" . . . . . HAYTON AND ORCHESTRA)

(DOOR OPENS AND CLOSSES)

DODIE: (SOFTLY) Mother - mother - where are you? Is Dad home?

MOTHER: Here I am honey - no your father's not home yet and I thought you'd never get home.

DODIE: I know, I'm sorry - but I'm glad I got here before Dad did - I want to surprise him.

MOTHER: (LAUGHINGLY) By getting home ahead of him?

DODIE: No - no - you know tomorrow is Father's Day and I - - -

MOTHER: Oh, that's right, I forgot all about it.

DODIE: Now don't you worry. I had the man at the corner print up a card for us both, look - -

MOTHER: (READING) Happy Father's Day from your two best girls - Love - Mother and Dodie. - You sweet child - but what's inside the fine wrappings?

DODIE: A carton of Lucky Strike cigarettes - his favorites - appropriate coming from us, too.

MOTHER: Appropriate?

DODIE: Yes, a Lucky always says - I'll never let you down. I'm your best friend. I am your Lucky Strike.

("FLOWERS FOR MADAME" . . . . . CARLILE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

GRAUER: Thirteenth in the list of the most popular songs of the week comes this melody - "Flowers for Madame". In just a moment our Lucky Strike tenor soloist, Charles Carlile, will bring you the words.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WHAT'S THE REASON" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

GRAUER: The country over, this is the third most popular song of the week, but our Lucky Strike surveys show that in Montgomery, Alabama, it's the second ranking tune. The title: "What's The Reason".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("SEIN' IS BELIEVIN'" . . . . . DE LYS AND HAUSER)

(FADES FOR ANNOUNCEMENT)

GRAUER: Our Lucky Strike stars, Johnny Hauser and Gogo De Lys sing the song that ranks eleventh -- "Sein' Is Believin'".

(MUSIC SWELLS AND FINISHES)



ANNOUNCER: The thing that cigarette smokers like most about Luckies is their ever uniform goodness. It's a good cigarette because it's made right -- good because it's filled brimful of mild, mellow, flavorful center leaf tobacco. There are no bitter top leaves to jar your taste -- no coarse and sandy bottom leaves. Luckies are a milder and better tasting cigarette because they're made exclusively of long, golden strands of expensive, fragrant center leaves. Remember, it's the tobacco that counts and there are no finer tobaccos grown than those used in Luckies.

("THRILLED" . . . . . KAY THOMPSON AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

GRAUER: "Thrilled" -- twelfth song nationally, and the Hit of This Week in Atlanta and St. Louis. Our Lucky Strike star, Kay Thompson sings the lyric.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("SHE'S A LATIN FROM MANHATTAN" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

GRAUER: Here's the song that holds ninth position in national favor -- but our Lucky Strike investigators in Tucson, Arizona, report this tune in sixth place - "She's A Latin From Manhattan".

(MUSIC SWELLS AND FINISHES)

S T A T I O N      B R E A K

(INSIDE SIGNATURE . . . . ."THIS IS MY LUCKY DAY" . . .)

(FADES FOR ANNOUNCEMENT)

GRAUER: The Lucky Strike Hit Parade...the fifteen most popular songs of this week -- The Big Fifteen that are best sellers on records and in sheet music -- that are played on your favorite radio programs and requested most often at the places you dance.

We bring you next the number that you've made your song of songs this week: "In A Little Gypsy Tea Room" -- the most popular melody in the United States of America tonight.

Our Lucky Strike star, Charles Carlile sings first.

("IN A LITTLE GYPSY TEA ROOM" . . . . . CARLILE)

SEGUE TO...

Mr H Boggs

WEAF

THE LUCKY STRIKE HIT PARADE

8:00 - 9:00 P.M.

JUNE 15, 1935

SATURDAY

(SIGNATURE: "HAPPY DAYS ARE HERE AGAIN"...) :

GRAUER: Lucky Strike presents "The Hit Parade!"

For the next hour the manufacturers of Lucky Strike Cigarettes will bring you the fifteen most popular songs of this week, played by Lennie Hayton and His Lucky Strike Orchestra, and sung by Lucky's own group of soloists. The Hit Parade is your own program, because you yourselves -- one hundred and twenty million of you -- have told us what songs you want to hear. Each week Lucky checks the sales of sheet music and records -- the tunes requested from the dance floor at night clubs and hotels -- the numbers you like to hear over the air. Then, when the nationwide returns are in, we make a careful tally to learn the fifteen winners.

Here's Lenny Hayton and the Lucky Strike Orchestra in the song that ranks fourteenth -- "Footloose and Fancy Free."

("FOOTLOOSE AND FANCY FREE".....ORCHESTRA)

SEGUE TO

("EVERY LITTLE MOMENT".....KAY THOMPSON & RHYTHM KINGS)

(FADES FOR ANNOUNCEMENT)

GRAUER: This melody -- "Every Little Moment" -- is a newcomer to The Hit Parade, and fifteenth in the favor of the nation this week. Kay Thompson and the Rhythm Kings will bring you the words.

(MUSIC SWELLS AND FINISHES)

("ANYTHING GOES" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

GRAUER: In the majority of American colleges, this is Graduation Week -- the Class of 1935 goes forth to take its place in the world of affairs -- the undergrads look forward to a summer holiday. Lucky Strike salutes all of them with a group of college favorites. First, "Anything Goes" -- Number One song at Columbia University.

("ANYTHING GOES" . . . . . ORCHESTRA)

SEGUE TO

("SOLITUDE" . . . . . KAY AND BOYS)

(FADES FOR ANNOUNCEMENT)

GRAUER: At Stanford and at Williams they put the stamp of their approval on "Solitude".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("STARDUST" . . . . . HAUSER)

(FADES FOR ANNOUNCEMENT)

GRAUER: Here's an outstanding collegiate favorite -- the most popular tune at Cornell, at West Point, and at the University of Texas -- "Stardust".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("NIGHT WIND" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

GRAUER: And way down South at the University of Alabama they choose "Night Winds" as one of the most popular songs.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("IN A LITTLE GYPSY TEA ROOM" . . . . . DE LYS & ENSEMBLE)

(TRAIN WHISTLE - SOUND TRAIN GOING)

HARRY: (SOUTHERN ACCENT) Boy, am I glad school's over. I can hardly wait to get home.

JIMMY: (NO SOUTHERN ACCENT) It's swell of you to invite me down with you, Harry. I've never been South before.

HARRY: You're gonna have fun, boy. Dances, beautiful girls - golf - Do you ride horseback?

JIMMY: Sure - a little.

HARRY: We'll ride over the place tomorrow, and I'll show you our tobacco crop.

JIMMY: I've seen pictures of tobacco growing. Awful pretty plants, aren't they?

HARRY: Yeh - an' I guess ours are about the prettiest. Dad says our crop looks so good that he can sell the center leaves of it to Lucky Strike!

JIMMY: Is that all they buy for Luckies?

HARRY: I'll say - Luckies use only the choice expensive tender leaves of the best tobacco plants. Center leaves have a richer flavor - they're milder.

JIMMY: Mmm - I always noticed Luckies were smooth and mild to smoke.

HARRY: Now you know the reason, Jimmy. Down our way it's the tobacco that counts - and there are no finer tobaccos than those used in Luckies.

(WHISTLE TRAIN UP)

("IN THE MIDDLE OF A KISS" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

GRAUER: Fourth in the list of nationwide favorites - and the Hit of this Week in Cleveland - "In the Middle of a Kiss".  
The Melody Girls will sing the lyric.

(MUSIC SWELLS AND FINISHES)

GRAUER: Number Ten Song this week comes from the motion picture "In Caliente". "The Lady In Red" is the title of the number - referring perhaps to Dolores Del Rio, star of the picture. Lennie Hayton features Lucky's own soloists in a new treatment of this song hit.

("THE LADY IN RED" . . . . . ENSEMBLE . . . . . EXCEPT DE LYS)

GRAUER: Lucky's musical spotlight turns westward tonight - and reaches out across the blue Pacific to bring us the hit song of this week in Honolulu: "I Want to Learn To Speak Hawaiian". Our Lucky Strike Star, Miss Gogo De Lys assisted by the Rhythm Kings, singing in English and the language of the Islands.

("I WANT TO LEARN TO SPEAK HAWAIIAN" . . . . . DE LYS AND BOYS)

ANNOUNCER: Here's the inside story of a Lucky Strike.

VOICE OF  
CIGARETTE: Have you ever longed for the kind of companion that is  
always welcome, in whose company you are never lonely?  
Then try me. I'll never let you down. I'm your best  
friend. I am your Lucky Strike.

ANNOUNCER: From your very first smoke you will know that Lucky is  
your friend. It's so soothing and kind, it's a real  
pleasure to smoke -- And Luckies are made the right way -  
of the right kind of tobaccos. Only the cream of the  
crop -- the mild, mellow, flavorful center leaves are  
used. No harsh top leaves. No gritty bottom leaves.  
Just the best tobacco that money can buy -- choice center  
leaves. Notice how round, how firm, how fully packed  
each Lucky is. Then consider that it's the tobacco that  
counts, and there are no finer tobaccos grown than those  
used in Luckies.

("CHASING SHADOWS" . . . . .PIANO AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

GRAUER: The eighth song in popular favor this week - "Chasing Shadows". In just a moment Lennie Hayton will take his place at the piano.

(MUSIC SWELLS AND FINISHES)

GRAUER: Lucky's Musical Hall of Fame: The melodies you like so much that you've kept them for several weeks in the Hit Parade. "Life Is A Song" is the second most popular song in the country tonight. Charles Carlile sings it for you.

("LIFE IS A SONG" . . . . .CARLILE)

SEGUE TO

("LOVELY TO LOOK AT" . . . . .ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

GRAUER: The seventh ranking song throughout the country "Lovely To Look At" from "Roberta".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("LULLABY OF BROADWAY" . . . . .HAUSER)

(FADES FOR ANNOUNCEMENT)

GRAUER: Sixth in the favor of the nation "The Lullaby of Broadway", Johnny Hauser singing.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("IN A LITTLE GYPSY TEA ROOM" . . . . .ENSEMBLE)

(FADES FOR ANNOUNCEMENT)



GRAUER: And now we're all together again with the coast-to-coast favorite - the Hit of This Week. Lucky's own soloists, Lennie Hayton and the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEQUE TO

(SIGNATURE. . . . .HAPPY DAYS". . .)

ANNOUNCER: During the past hour Ben Grauer was spokesman for the Lucky Strike Hit Parade. Join us here next Saturday for the fifteen most popular songs of next week, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. Remember, please, that Luckies are milder, Luckies taste better because they are made of fragrant, expensive center leaves only. It's the tobacco that counts, and there are no finer tobaccos than those used in Luckies.  
Goodnight and thank you.

THIS IS THE NATIONAL BROADCASTING COMPANY.

wjk  
6-14-'35.

ATX01 0013567

*Mr. Boggs*

WEAF

THE LUCKY STRIKE HIT PARADE

( ) ( )  
8:00 - 9:00 P. M.

JUNE 22 1935

SATURDAY

(SIGNATURE - "HAPPY DAYS ARE HERE AGAIN" )

SINGISER:

Lucky Strike presents the Hit Parade!

For the next hour the manufacturers of Lucky Strike Cigarettes will bring you the fifteen most popular songs of this week -- the expression of America today -- played by Lennie Hayton and his Lucky Strike Orchestra and sung by Lucky's own group of soloists.

The fifteen songs you like the best...there's no guesswork, no personal opinions. Every day, from coast to coast, Lucky Strike checks the records and sheet music you buy, the melodies played on your favorite radio programs...the numbers you request when you're out dancing at night clubs and hotels. Then, when all the votes are in, we take a grand total to see who's elected, what songs go into the all-star line-up for the week. That's the Hit Parade!

And here's Lennie Hayton and the Lucky Strike Orchestra with the songs that ranks sixth in popular favor -- "The Lady In Red."

("THE LADY IN RED" ORCHESTRA )

(SEGUE TO)

"LET'S SWING IT" HAUSER AND ORCHESTRA

(FADES FOR ANNOUNCEMENT:)

SINGISER: The number that holds fourteenth place this week comes from the newly opened Earl Carroll "Sketchbook." Our Lucky Strike star, Johnny Hauser, sings "Let's Swing It."

(MUSIC SWELLS AND FINISHES)

SINGISER: "Life Is a Song" is the seventh tune of the week throughout the country - but in five important American cities it ranks Number One: Here's the Hit of this Week in San Francisco, Vicksburg, Galveston, Oklahoma City and Omaha, with Lennie Hayton conducting from his piano.

"LIFE IS A SONG" PIANO AND ORCHESTRA

YOUNG MAN: (AWAY) Hey! Sally. (LOUD....FRIENDLY)

SALLY: Yes, dear...let's see now...lipstick, rouge, powder, nail polish...perfume...

YOUNG MAN: (COMING IN) What are you mumbling about?

SALLY: I'm just checking the things we have to take on our vacation...cold cream..

YOUNG MAN: The things we have to take on our vacation?

SALLY: (CONTINUE) Cuticle cleanser...

YOUNG MAN: (FRIENDLY DRAMATIC) Say, do me a favor will yuh? Save a space eleven inches long, 3 inches wide and 2 inches deep - will yuh?

SALLY: What do you want all that space for?

YOUNG MAN: Just for a carton of Lucky Strike cigarettes. You know what they say?

SALLY: Yes, I read it many times & they say, "Take me along -  
I'm your best friend. I am your Lucky Strike."

("SEEIN' IS BELIEVIN'") GIRLS AND ORCHESTRA )

(FADES FOR ANNOUNCEMENT)

SINGISER: Twelfth in your favor this week "Seein' Is Believin'".  
The Melody Girls bring you the words.

(MUSIC SWELLS AND FINISHES)

SINGISER: It's news this week when two songs by a college boy  
break into Lucky's Big Fifteen. The college boy is  
Brooks Bowman, who has just completed his Junior year  
at Princeton University. The tunes are both from the  
score of this year's Princeton Triangle club show "Love  
And A Dime" tenth in national favor, and "East Of The  
Sun, West of the Moon," fifteenth ranking song. Lennie  
Hayton presents an arrangement featuring the Lucky Strike  
stars Kay Thompson and Charles Carlile, assisted by the  
Rhythm Kings.

("LOVE AND A DIME") KAY AND BOYS )

(SEGUE TO)

("EAST OF THE SUN") CARLILE )

ANNOUNCER: It takes no magic eye to see a trend towards Lucky Strike.  
Mounting sales tell the story. Ask smokers why, and  
they'll name many reasons, One man says: "Luckies are  
free from dust. They never make my throat dry." Another  
states: "They're rich in flavor yet never tire my taste."  
A woman tells us: "Luckies are so mild and fragrant, I  
can smoke them steadily all day." Another says: "I  
prefer Luckies because they're so nice and clean. Never  
any loose ends of tobacco to cling to the lips."

ANNOUNCER: (CONT)

And so it goes - all over the country, growing praise proves that Luckies are giving millions a more enjoyable smoke. Try them and let them prove to you that it's the tobacco that counts. There are no finer tobaccos than those used in Luckies.

"I'LL NEVER SAY NEVER AGAIN" DELYS)

(FADES FOR ANNOUNCEMENT)

SINGISER: This is the eighth most popular melody of the week, "I'll Never Say Never Again, Again." Our charming Lucky Strike star, Gogo De Lys, will bring you the words.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

"ABOUT A QUARTER TO NINE" ORCHESTRA )

(FADES FOR ANNOUNCEMENT:)

SINGISER: Third in the favor of the nation comes "About a Quarter to Nine" from the picture "Go Into Your Dance." But our Lucky Strike surveys show that you people in Louisville like this song a little better - it's Number Two Number in your city.

(MUSIC SWELLS AND FINISHES)

(STATION BREAK)

(INSIDE SIGNATURE "THIS IS MY LUCKY DAY")

(FADES FOR ANNOUNCEMENT)

SINGISER: The Lucky Strike Hit Parade - the fifteen most popular songs of this week - the Big Fifteen that are best sellers on records and sheet music - that are played most often on your favorite radio programs and at places you dance. The songs of the day reflect the moods, the thought, the action of the people. That is why Lucky Strike brings you, for your interest and entertainment the most popular of the popular hits. Here's the song which one hundred and twenty million Americans have selected as their favorite melody of the week - "Chasing Shadows." The singer is our Lucky Strike star, Kay Thompson.

"CHASING SHADOWS" KAY THOMPSON)

(SEGUE TO)

"YES SIR, THAT'S MY BABY" BOYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: Let's take a backward look in musical history - Ten years ago, as today, the great stars were singing the great songs, and the hit of the week was "Yes Sir, That's My Baby," made famous by Eddie Cantor.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

"I'LL ALWAYS BE IN LOVE WITH YOU" CARLILE)

(FADES FOR ANNOUNCEMENT)

SINGISER: And just five years ago this week the hit song was "I'll Always Be In Love With You" - introduced by Morton Downey in his starring motion picture "Syncopation."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

"HUMMIN' TO MYSELF" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: This week, in 1932, the song hit came from George White's  
 "Scandals" - incidentally, the last flesh and blood  
 "Scandals" to play on Broadway - "Hummin' To Myself."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

"DON'T LET YOUR LOVE GO WRONG" HAUSER)

(FADES FOR ANNOUNCEMENT)

SINGISER: And one year ago this week the most popular melody was  
 "Don't Let Your Love Go Wrong" - introduced to the  
 American public by Abs Lyman and his orchestra.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

"CHASING SHADOWS" KAY AND BOYS)

(STREET NOISE - HORNS - ETC - ETC - RUN TILL WELL  
 ESTABLISHED)

JIM: Oh Tom...Tom -

★ (STREET NOISE FADES BUT NOT OU)

TOM: Yes? Well - if it isn't old Jim. Where've you been?

JIM: ~~Down~~ South - going through the entire tobacco business -  
 learned a lot - a lot about the cigarette you smoke.

TOM: Luckies you mean?

JIM: I'll say.

TOM: What about 'em?

JIM: Well, a Lucky Strike cigarette is made from only the  
 very finest center leaves - the absolute cream of the  
 crop.

TOM: Just the center leaves?

JIM: Yeah, I found out that those center leaves are the mildest, best-tasting part of the tobacco plant -- and are those Lucky Strike people particular.

TOM: They won't take the top or bottom leaves of the plant?

JIM: No, the top leaves are green and bitter. The bottom leaves are woody and tasteless.

TOM: I didn't know there was such a difference in the leaves of one plant.

JIM: Boy there sure is - in a Lucky it's the tobacco that counts and there are no finer tobaccos than those used in Luckies.

("TELL ME THAT YOU LOVE ME" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: This is the song that holds ninth position in national popularity -- the title: "Tell Me That You Love Me Tonight."

(MUSIC SWELLS AND FINISHES)

SINGISER: "In A Little Gypsy Tea Room," second from the top in our country-wide list of hits in the week's favorite in fashionable Newport. Lennie Hayton presents a new arrangement of this popular number, featuring the Lucky Strike stars, Gogo De Lys, Johnny Hauser, and Charles Carlile.

("IN A LITTLE GYPSY TEA ROOM" ENSEMBLE EXCEPT KAY)



SINGISER: Each week Lucky's musical spotlight conquers space to bring you the Hit of This Week in foreign parts. Tonight our destination is Central Europe, where the Number One Song is "Gib Acht Auf dein Herz, Margarethe" "Be Careful of your Heart, Margarethe" -

("GIB ACHT AUF DEIN HERZ, MARGARETHE" ORCHESTRA)

ANNOUNCER: If a Lucky Strike cigarette could have its way, it would say:

VOICE OF CIGARETTE: If you are lonely, call on me for companionship. To anxiety, I bring relief. Try me. I'll never let you down. I'm your best friend. I am your Lucky Strike.

ANNOUNCER: There's no guessing about it - Luckies are more friendly. They're so round, so firm, so fully packed - never any loose ends. And the tobacco is the best that can be found anywhere - only the mild, mellow, flavorful center leaves. Light one. You'll notice, at the first puff, how much better they taste because it's the tobacco that counts, and there are no finer tobaccos than those used in Luckies.

("THRILLED" HAYTON AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: Fred Astaire, famous <sup>radio</sup> RKQ/picture star, tells us that "Thrilled," Number Thirteen Song nationally, is among the three most popular melodies of the week in the West Coast motion picture colony. Lennie Hayton conducts from his piano.

(MUSIC SWELLS AND FINISHES)

SINGISER: The doors swing wide on Lucky's Musical Hall of Fame - those songs which you have liked so well that they have been heard several times in the Hit Parade. First, "In The Middle of a Kiss," fourth song in national ranking, and the Hit of This Week in Fort Wayne, Indiana. Our Lucky Strike tenor soloist, Charles Carlile is the singer.

("IN THE MIDDLE OF A KISS" CARLILE)

(SEGUE TO)

("FLOWERS FOR MADAME" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: "Flowers for Madame" Number Eleven throughout the country, but the third most popular song in the city of Chicago.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("WHAT'S THE REASON" DE LYS AND HAUSER)

SINGISER: "What's the Reason" fifth melody in your favor this week, sung by the Lucky Strike stars, Johnny Hauser and Gogo De Lys.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("CHASING SHADOWS" KAY AND BOYS)

(FADES FOR ANNOUNCEMENT)

SINGISER: And once again, the melody that you have overwhelmingly selected as your favorite from coast to coast. Lucky's own soloists, Lennie Hayton, and the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Join us here next Saturday for the fifteen most popular songs of next week, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. Remember, please, that Luckies are milder, Luckies taste better because they are made of fragrant, expensive center leaves only. It's the tobacco that counts, and there are no finer tobaccos than those used in Luckies.

Goodnight and thank you.

Your announcer, Frank Singiser.

This is the National Broadcasting Company.

1h 6/21/35

REVISED

*Mr H Boggs*

WEAF

( ) ( )  
8:00 - 9:00 P. M.

THE LUCKY STRIKE HIT PARADE

JUNE 29, 1935

SATURDAY

(SIGNATURE....."HAPPY DAYS ARE HERE AGAIN")

SINGISER: Lucky Strike presents the "Hit Parade!"

For the next hour the manufacturers of Lucky Strike Cigarettes will bring you the fifteen most popular songs of this week - the expression of America today -- played by Lennie Hayton and his Lucky Strike Orchestra, and sung for you by Lucky's own group of soloists.

"You pick 'em -- we play 'em" -- that phrase describes the Lucky Strike Hit Parade. Each week in hundreds of cities and towns throughout the country we investigate your taste and preference in modern melody. Sales of sheet music and records - the tunes requested from the dance floors of night clubs and hotels - the numbers played on your favorite radio programs -- all are checked and tallied. Then, when all the returns are in we make up our program of the fifteen songs that stand ace-high with you. That's the Hit Parade!

Lennie Hayton and the Lucky Strike Orchestra step out with the tune that stands thirteenth in popularity: "I'm Living In a Great Big Way."

("LIVING IN A GREAT BIT WAY" ORCHESTRA)

ATX01 001357B

(SEGUE TO)

(PARIS IN THE SPRING GOGO DE LYS)

(FADES FOR ANNOUNCEMENT:)

SINGISER: Tenth ranking song in the favor of the nation - "Paris In The Spring," from the motion picture of the same name. In just a moment our charming Lucky Strike star, Gogo De Lys, will bring you the words.

(MUSIC SWELLS AND FINISHES)

SINGISER: A message from romantic Avalon! The Old Maestro, Ben Bernie, wires us that vacation visitors to Catalina Island are requesting him to play "Seein' Is Believin'". Nationally, it's the fourteenth song of this week. Lennie Hayton conducts from his piano.

("SEEIN' IS BELIEVIN'" HAYTON AND ORCHESTRA)

(MOTOR HUM)

HE: Say but it's a great day to be out - the old top down and the country rolling by - great?

SHE: It's marvelous - say did you put my coat in the rumble seat?

HE: No, I didn't, I forgot it.

SHE: Do you ever think of anything?

HE: Well - I thought this was a swell day - up to now.

SHE: So I'm spoiling your day!

HE: I didn't say that - did I?

SHE: You certainly did!

HE: Hey..wait a minute...see this?

SHE: What?

HE: Come on - warm up that lighter.

SHE: Luckies! - you do think of some things, don't you?

HE: Yes mam - and as I always say, when you want to make up and don't know how, a Lucky Strike cigarette is your best friend.

ANNOUNCER: You, too, will notice that Luckies are really friendly. They're milder, they taste better and because they are made, packed and sealed in an air conditioned factory they are uniformly fresher. Remember - it's the tobacco that counts and there are no finer tobaccos than those used in Luckies.

("ABOUT A QUARTER TO NINE" HAUSER AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: This is the melody that ranks fourth in your favor throughout the country - "About a Quarter to Nine." Our Lucky Strike star, Johnny Hauser singing the lyric.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("THRILLED" GIRLS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: "Thrilled" -- Number Eight in the big list of this week's most popular tunes. But our Lucky Strike surveys show that in Helena, Montana, they like this melody a little better than elsewhere. Out there it's in fourth place.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("AND THEN SOME" ORCHESTRA)

SINGISER: Ninth in your favor - a new tune with the title "And Then Some."

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Just what does it mean when we say it's the tobacco that counts in Luckies? It means choice center leaves - hand-picked, leaf by leaf - tobacco as sweet and mellow as sun-ripened fruit. It means careful curing, long aging, many blendings for mild, rich flavor and fragrance. It means no stem, no dust and no loose ends. For Luckies contain only long golden strands of fine Turkish and domestic tobaccos - And every Lucky Strike Cigarette is round, firm and fully packed in factories humidified for just the right degree of moisture. Yes, it's the tobacco that counts and there are no finer tobaccos than those used in Luckies.

("KISS ME GOODNIGHT" - CARLILE)

(FADES FOR ANNOUNCEMENT)

SINGISER: Our Lucky Strike tenor soloist, Charles Carlile, sings you the fifteenth ranking melody of the week: "Kiss Me Goodnight."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("THE LADY IN RED" - KAY AND BOYS)

(FADES FOR ANNOUNCEMENT)

SINGISER: "The Lady In Red" - seventh song nationally, and the Hit of This Week in such widely scattered centers as Reno, Nevada, Mobile, Alabama, and Amarillo, Texas. A Hit Parade highlight, with Kay Thompson and the Rhythm Kings.

(MUSIC SWELLS AND FINISHES)

(STATION BREAK)

(INSIDE SIGNATURE....."THIS IS MY LUCKY DAY")

(FADES FOR ANNOUNCEMENT)

SINGISER: The Lucky Strike Hit Parade - the fifteen most popular tunes of this week.

The songs the people sing reflect the mood, the thought, the action of America today. That is why LUCKY STRIKE each week takes the musical pulse of the nation - by means of sheet music and record sales, hundreds of radio reports, and the cooperation of leading dance orchestras, in order to present this program of hits for your interest and entertainment.

How many of you have an opinion as to the most popular melody of this week? Here's your opportunity to compare your personal preference with that of the whole country:

By an overwhelming majority, the Number One Song all over the United States tonight is "Chasing Shadows" - for the second successive Saturday the hit of the Hit Parade, played by Lennie Hayton and the Lucky Strike Orchestra.

(CHASING SHADOWS.....ORCHESTRA)

SEGUE TO

(JUNE NIGHT.....DE LYS & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: June - the month of roses and romance -- is a favorite time of year with the writers of popular songs. So before we turn our calendars over to July, let's recall some of the song hits which have been built around the month of June. Eleven years ago, it was "June Night".



(MUSIC SWELLS AND FINISHES)

(SEGUE TO

(IT WAS A NIGHT IN JUNE.....GIRLS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: More recently, "It Was a Night in June" joined the procession of summertime songs. Incidentally, it was Lennie Hayton who first introduced this melody on the air, back in 1933.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO

(AN EVENING IN JUNE.....HAUSER)

(FADES FOR ANNOUNCEMENT)

SINGISER: Here's this year's contribution to the list of June songs - "An Evening in June", a consistently popular number on the Pacific Coast.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO

(WHERE WERE YOU?.....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: And this is a different and distinctive treatment of the June theme - "Where Were You On The Night of June the Third?"

(MUSIC SWELLS AND FINISHES)

(SEGUE TO

(CHASING SHADOWS.....CARLILE AND ENSEMBLE)

DEALER: So this is the Lucky Strike cigarette factory.  
EXPERT: (SOUTHERN ACCENT) It is, sir, and everyday is visitor's day around here.  
DEALER: Is it true you only use center leaves in Luckies?

EXPERT: Yes, that's quite true. You know the top leaves are bitter and the bottom leaves are sandy. Only the center leaves are the cream of the crop.

DEALER: Oh, really! Well, I'd kinda like to see what you do to those center leaves.

EXPERT: All right - fine - you see the tobacco in LUCKIES is the only cigarette tobacco treated by ultra-violet rays. And LUCKIES are the only cigarettes made in factories that are air-conditioned for both temperature and moisture.

DEALER: Oh, so that's why LUCKIES are always fresher.

EXPERT: Yes, and another reason they smoke better is that they're round, firm, fully packed. And never any loose ends.

DEALER: Well, you certainly take pains!

EXPERT: It's the extra care, sir, that make a LUCKY STRIKE a milder, more fragrant, better-tasting cigarette.

("LOVE AND A DIME".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: This is the twelfth tune in national favor this week - "Love And a Dime".

(MUSIC SWELLS AND FINISHES)

SINGISER: Eleventh Song in the list of this week's hits is the bright melody, "I'll Never Say Never Again, Again" -- and incidentally it's the Number One Number in Seattle, Washington and Zanesville, Ohio. Lennie Hayton presents a new arrangement featuring the Lucky Strike stars, Johnny Hauser, Gogo DeLys and Kay Thompson.

(I'LL NEVER SAY NEVER AGAIN.....ENSEMBLE)

SINGISER: At one o'clock this morning four hundred distinguished physicians from all over North America sailed from New York harbor. Their destination? Rio de Janeiro, Brazil, where the Pan American Medical Congress will soon be in session. Here's a melody that's certain to be played at the Congress, "Cidade Maravilhoso", "Marvelous City", most popular song of the week down in Rio.

(CIDADE MARAVILHOSO.....ENSEMBLE)

ANNOUNCER: Here's the last word in cigarettes, your Lucky Strike talking -

VOICE OF  
CIGARETTE: Are you about to leave on your vacation? Take me along.  
I'm your best friend. I am your Lucky Strike. Try me.  
I'll never let you down.

ANNOUNCER: This friendliness of Lucky Strike is more than a mere word. It comes from what goes into a Lucky, and from the way a Lucky is made. For Luckies, you know, use only the expensive center leaves - the leaves that are milder, more fragrant, better tasting. Then this choice tobacco is packed so carefully that every Lucky is round and firm. Never any loose ends. Convince yourself. Light a Lucky. Every delightful puff will tell you it's the tobacco that counts, and there are no finer tobaccos than those used in Luckies.

(IN THE MIDDLE OF A KISS.....PIANO AND ORCHESTRA)

(PADES FOR ANNOUNCEMENT)

SINGISER: "In The Middle of a Kiss" third most popular number through out the country this week. Lennie Hayton conducts from his piano.

(MUSIC SWELLS AND FINISHES)

SINGISER: Lucky's Musical Hall of Fame - a feature of the Hit Parade - presenting those songs which you like so well that they have maintained high rankings in Lucky's Big Fifteen for several weeks. First, "Life Is A Song", Number Five melody this week, sung by the Lucky Strike star, Charles Carlile.

(LIFE IS A SONG.....CARLILE)

(SEGUE TO

(WHAT'S THE REASON.....RHYTHM KINGS)

(FADES FOR ANNOUNCEMENT)

SINGISER: Sixth in national favor - "What's The Reason I'm Not Pleasin' You." Listen to the Rhythm Kings.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO

(GYPSY TEA ROOM.....DELYS)

SINGISER: Miss Gogo Delys brings you the second most popular melody in the country, and the Hit of This week in Chicago: "In a Little Gypsy Tea Room".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO

(CHASING SHADOWS.....ENSEMBLE)

(FADES FOR ANNOUNCEMENT)

SINGISER: And now for a brief reprise - our coast to coast favorite - the choice of one hundred and twenty million Americans for the Hit of This Week. Lucky's own soloists, Lennie Hayton, and the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO

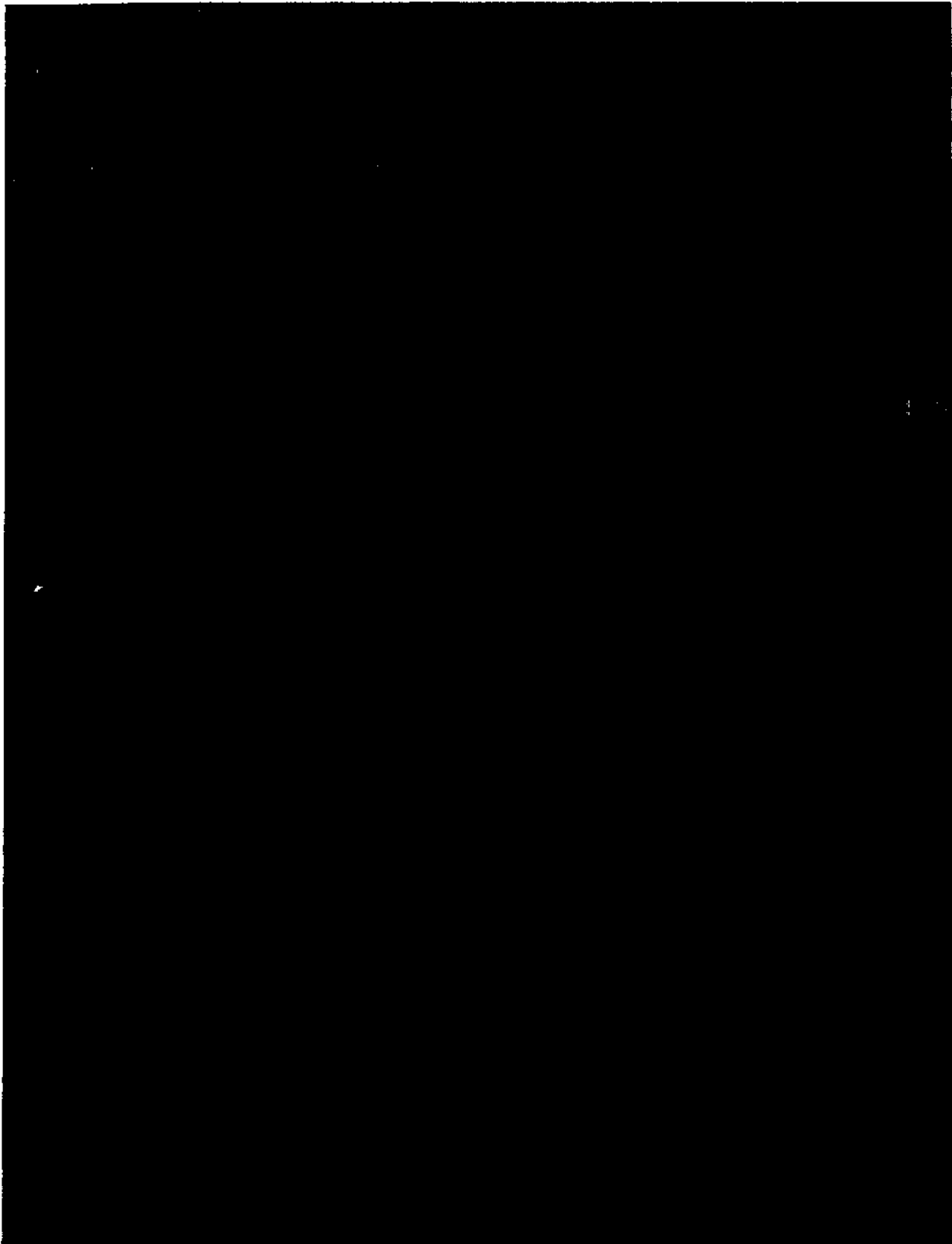
(SIGNATURE: "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Join us here next Saturday for the fifteen most popular songs of next week, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. Remember, please, that Luckies are milder, Luckies taste better because they are made of fragrant, expensive center leaves only. It's the tobacco that counts, and there are no finer tobaccos than those used in Luckies. Goodnight and thank you. YOUR announcer, Frank Singiser.

THIS IS THE NATIONAL BROADCASTING COMPANY.

/lh/nc  
6/28/35

ATX01 0013587



ATK01 001358B

*Mr. H. Boggiano*

WEAF

THE LUCKY STRIKE HIT PARADE

( 8:00 - 9:00 P.M. )

JULY 6 1935

SATURDAY

(SIGNATURE....."HAPPY DAYS ARE HERE AGAIN",...)

SINGISER: Lucky Strike presents the "Hit Parade".

For the next hour the manufacturers of Lucky Strike Cigarettes will bring you the songs all America is singing -- the fifteen most popular songs of this week -- played by Lennie Hayton and his Lucky Strike Orchestra, and sung by Lucky's own group of soloists.

The song hits you hear in the Hit Parade are indeed the musical expression of America today, for every week Lucky Strike makes an accurate check to determine just which melodies stand highest in the favor of everybody, everywhere. From hotels and night clubs we learn the numbers you request from the dance floor - sales of records and sheet music give us the tunes you like to play -- radio reports tell us which songs you like to hear on your favorite programs. There's no guesswork about it -- no personal opinions -- the fifteen numbers you have voted most popular make up the Hit Parade each Saturday.

Here's Lennie Hayton and the Lucky Strike Orchestra ready to bring you the tune which holds fourth place in your favor this week: "I'll Never Say Never Again, Again."

("I'LL NEVER SAY NEVER AGAIN".....ORCHESTRA)

SEGUE TO

("AND THEN SOME".....GOGO DELYS)

(FADES FOR ANNOUNCEMENT)

SINGISER: The Twelfth ranking song in countrywide popularity this week bears the title, "And Then Some". In just a moment our charming Lucky Strike star, Gogo De Lys, will bring you the words.

(MUSIC SWELLS AND FINISHES)

SINGISER: "Stags At Bay", the famous Princeton Triangle Club show which had been the source of two national song hits, furnishes us with the melody that is in eleventh position: "East Of The Sun, West Of The Moon" is its title. Lennie Hayton conducts from his piano.

("EAST OF THE SUN" . . . . . HAYTON AND ORCHESTRA)

(LOW CROWD NOISE. . . . . BASEBALL)

VOICE OFF MIKE: Come on - 7th inning stretch . . . everybody up.

BOB: Gee - whata game -- the seventh already and only one run, one hit, no errors - wow - gotta cigarette?

BILL: Sure, here - you like Luckies -

BOB: Like 'em? What do yuh think happened to the pack I started out with?

BILL: (SMILINGLY) Went up in smoke, I suppose.

BOB: I'll say - you know those Lucky Strike cigarettes really relieve the strain of tense moments.

ANNOUNCER: It's true of Luckies. They are more than a smooth, mild, better-tasting smoke - they supply that seventh inning stretch in any situation - Just try a Lucky. You'll find they never let you down. Remember it's the tobacco that counts, and there are no finer tobaccos than those used in Luckies.

("LET'S SWING IT" . . . . . BOYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)



SINGISER: This is the tune that ranks fifteenth in your favor throughout the country - a hit from Earl Carroll's "Sketchbook" with the title "Let's Swing It". The vocalists are the Rhythm Kings.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("IN A LITTLE GYPSY TEA ROOM". . . . .CARLILE)

(FADES FOR ANNOUNCEMENT)

SINGISER: "In A Little Gypsy Tea Room" - the second most popular song in the United States -- and the Hit of This Week in both Indianapolis and Chicago. Presenting our Lucky Strike tenor soloist, Charles Carlile --

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Wouldn't you like your cigarettes to taste as good all day as that first fresh morning smoke? If so, try a Lucky. You'll find a pleasing freshness whenever you light one. Luckies are the only cigarettes packed in air-conditioned factories where just the right degree of temperature and moisture is always maintained. Careful curing, long aging, many blendings of only the rich center leaves, mean a milder, more fragrant smoke. And every Lucky is round, firm, fully packed with long golden strands of this fine Turkish and Domestic tobacco - free from loose ends and dust. It's the tobacco that counts and there are no finer tobaccos than those used in Luckies.

("LIFE IS A SONG". . . . .GIRLS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: This is the sixth ranking number of the week - "Life Is A Song" -- The Melody Girls will sing the lyric.

(MUSIC SWELLS AND FINISHES)

SINGISER: Here's a new feature: The Hit Parade Preview! Into this program of hits we introduce a song so new that the ink has scarcely dried on the sheet music. We make no prediction as to whether or not this tune will return to us in the future as one of Lucky's Big Fifteen -- because that is up to you and you and you all over America. But it is our hope that you will enjoy listening to the Lucky Strike stars Kay Thompson and Johnny Hauser sing the newest tune on the air tonight. The title is "Plain Ole Me", and one of the writers of this brand-new song is Larry Crosby, older brother of the famous Bing.

("PLAIN OLE ME" . . . . . HAUSER, KAY, BOYS AND GIRLS)

SEGUE TO

("FOOTLOOSE AND FANCY FREE" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: Number Ten in the favor of the nation this week: "Footlose and Fancy Free". Our Lucky Strike surveys show that in both Boston and Dallas this is the second most popular song of this week.

(MUSIC SWELLS AND FINISHES)

S-T-A-T-I-O-N B-R-E-A-K

(INSIDE SIGNATURE. . . . "THIS IS MY LUCKY DAY". . .)

(FADES FOR ANNOUNCEMENT)

SINGISER: The Lucky Strike Hit Parade -- the fifteen most popular songs of this week, the Big Fifteen that are best sellers in sheet music and on records -- that are played most often on your favorite radio programs and at places you dance. The songs of the day reflect the moods, thoughts, and action of the people. That is why Lucky Strike brings you, for your interest and entertainment, the most popular of the popular hits. Tonight, our Number One song establishes a Hit Parade record: For the third successive week, "Chasing Shadows" heads the list as the favorite melody of one hundred and twenty million Americans. Our Lucky Strike star, Miss Gogo De Lys, sings first --

("CHASING SHADOWS" . . . . .DE LYS)

SEGUE TO

("MANHATTAN" . . . . .JOHNNY HAUSER)

(FADES FOR ANNOUNCEMENT)

SINGISER: How does the musical taste of today compare with that of yesterday? Well, let's take a look at the record. The Hit of the Week ten years ago was the song that started the composing team of Rogers and Hart on the road to fame -- "Manhattan" was its name.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("GET HAPPY".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: Five years ago this week a song from a musical show that flopped surprisingly jumped into first place as the Hit of the Week - "Get Happy" from the "9:15 Revue".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("PARADISE".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: A queen of the silent pictures made her debut in talkies, and introduced a waltz that became an overnight sensation - Pola Negri's song "Paradise", the Hit of This Week in 1932.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I NEVER HAD A CHANCE".....GIRLS & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: Credit for the Number One song of one year ago this week goes to that veteran composer of song hits, Irving Berlin. The melody was called "I Never Had a Chance".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("CHASING SHADOWS".....DE LYS & ENSEMBLE)

(DISH NOISE)

WAITRESS: Will you gentlemen have anything more for lunch?

THREE MEN: (AD LIB) No, thanks....Nothing more, I guess....That will be all, thank you.

GEORGE: And now, how about topping off a good meal with a good cigarette.

FRANK: Okay, George, Well....I see you're still strong for Luckies as ever. Guess you learned something down in Richmond.

GEORGE: Bet I did. Of course, you know that Luckies use only the expensive center leaves.

BILL: Yeah - but what's new ....any special processes?

GEORGE: Well, for one thing, Luckies are the only cigarettes made in factories completely air-conditioned for both temperature and moisture.

FRANK: Hmm, I suppose that's one of the reasons why Luckies are fresher.

GEORGE: Right, And they have an exclusive process that keeps Luckies free from all "bite" and harshness and makes them purer and milder.

BILL: Any difference in the packing, George?

GEORGE: Here, Bill, you prove that for yourself. Feel this Lucky --see how round and firm it is? It's one cigarette that's fully packed. Now open it. Look at those long golden strands of tobacco. No dust and no loose ends. How do you like that?

FRANK: Well, George, old boy, I guess you win. Now even I can understand why Luckies give such a mild, pleasant-tasting smoke.

("WHAT'S THE REASON".....ORCHESTRA)

(PADES FOR ANNOUNCEMENT)

SINGISER: The fifth tune in national favor this week - the title:  
"What's the Reason".

(MUSIC SWELLS AND FINISHES)

SINGISER: Thirteenth song in the list of this week's hits is the  
bright melody "Every Little Moment" - and in Tampa, Florida,  
they like the song so well they've made it their Number  
One Number. Lennie Hayton presents a new arrangement  
featuring the Lucky Strike stars, Kay Thompson, Gogo De Lys  
and Johnny Hauser.

("EVERY LITTLE MOMENT".....ENSEMBLE)

SINGISER: Lucky's Musical Spotlight flashes out into space and  
uncovers interesting facts about popular songs in Russia.  
New melodies over there are exclusively for propaganda.  
So when they sing for pleasure, the people have to put new  
words to a tune not-so-new. Here is one of the most popular  
songs in Moscow this week - "Kirpitchiki" which means,  
"Bricks". As a mason builds a wall a brick at a time, so  
do we build our lives, says the lyric.

(KIRPITCHIKI".....NOVELTY GROUP)

ANNOUNCER: A Lucky Strike Cigarette speaks for itself. Listen -

VOICE OF  
CIGARETTE: In these longer hours of summer leisure, take me along.  
I bring a friendly companionship - I never let you down.  
I'm your best friend. I am your Lucky Strike.

ANNOUNCER: Light a Lucky and life takes on a little brighter glow,  
Because Luckies are fragrant, soothing - because they are  
mild and mellow-tasting. And Luckies are so all-round good  
because they are made only of expensive center leaves--the  
very cream of the crop of domestic and Turkish tobaccos.

(MORE)

ANNOUNCER: (CONT'D)

Remember, too, that Luckies are round, firm, fully packed--  
no loose ends. It's the tobacco that counts, and there are  
no finer tobaccos than those used in Luckies.

("TELL ME THAT YOU LOVE ME".....PIANO AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: "Tell Me that You Love Me Tonight" fourteenth ranking song  
of this week. Lennie Hayton conducts from his piano.

(MUSIC SWELLS AND FINISHES)

SINGISER: Lucky's Musical Hall of Fame - songs which have remained in  
the Hit Parade for several weeks by popular demand, First,  
"In the Middle of a Kiss", number eight melody this week,  
sung by the Lucky Strike star, Charles Carlile.

("IN THE MIDDLE OF A KISS".....CARLILE)

SEGUE TO

("LADY IN RED".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: Third in national favor - and enjoying the same ranking in  
the City of Cincinnati - "The Lady In Red".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THRILLED".....GIRLS AND ORCHESTRA)

SINGISER: Number Six in the list of this week's hits - "Thrilled". The  
Melody Girls bring you the words.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("ABOUT A QUARTER TO NINE".....KAY AND BOYS)

SINGISER: Ninth in the favor of the nation, and the Hit of This Week  
in Bridgeport, Connecticut, and Richmond, Virginia: "About  
A Quarter to Nine". Kay Thompson and the Rhythm Kings.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(CHASING SHADOWS".....ENSEMBLE)

(FADES FOR ANNOUNCEMENT)

SINGISER: And here we are together again with the Number One Song of the Hit Parade --the most popular melody in the United States of America tonight. Lucky's own soloists, Lennie Hayton and the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(SIGNATURE: "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Join us here next Saturday for the fifteen most popular songs of next week, presented for your pleasure by the manufacturer of Lucky Strike Cigarettes. Remember, please, that Luckies are milder, Luckies taste better because they are made of fragrant, expensive center leaves only. It's the tobacco that counts, and there are no finer tobaccos than those used in Luckies.

Goodnight and thank you.

Your announcer, Frank Singiser.

THIS IS THE NATIONAL BROADCASTING COMPANY.

wk/jac 7/5/35

ATX01 0013598



*Wm H Boggs*

WEAF

THE LUCKY STRIKE HIT PARADE

( )  
8:00 - 9:00 P.M.

JULY 13, 1935

SATURDAY

(OPENING SIGNATURE: "HAPPY DAYS ARE HERE AGAIN")

SINGISER: Lucky Strike presents the Hit Parade!

The manufacturers of Lucky Strike Cigarettes welcome you to the Hit Parade ---the fifteen most popular songs of this week ---Played by Lennie Hayton and his Lucky Strike Orchestra, and sung by Lucky's own group of soloists.

One hundred and twenty million people selected the tunes which you will hear during the next hour: Because, each week, in cities and towns from coast to coast, from the Great Lakes to the Gulf, Lucky checks just which songs you are requesting orchestra leaders in night clubs and hotels to play for you-- consults the sales of records and sheet music to find your favorites --receives hundreds of radio reports, telling what numbers you like to hear over the air.

That's how all of you pick the tunes for the Hit Parade---- that's what makes them the fifteen top tunes of this week-- the musical expression of America today. Lennie Hayton and the Lucky Strike Orchestra present the twelfth ranking melody first. It's called : "Get Rhythm In Your Feet."

("GET RHYTHM IN YOUR FEET".....ORCHESTRA)

SEGUE TO

("I COULDN'T BELIEVE MY EYES".....GOGO DE LYS)

(FADES FOR ANNOUNCEMENT)

SINGISER: Fifteenth in the list of nationwide hits comes a new song entitled, "I couldn't believe My Eyes". Presenting our charming Lucky Strike star, Gogo De Lys ----

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("PARIS IN THE SPRING".....HAYTON AND ORCHESTRA)

(PADES FOR ANNOUNCEMENT)

SINGISER: "Paris in the Spring", from the new motion picture of the same name is the eighth tune of the week throughout the country, but in Fort Wayne, Indiana, Knoxville, Tennessee, and Chicago, Illinois, it's the most popular song in town. Lennie Hayton conducts from his piano.

(MUSIC SWELLS AND FINISHES)

TAXI DRIVER: Taxi Miss?

GIRL: Hurry please....Pennsylvania Station...I've only five minutes to catch my train.

TAXI DRIVER: Yes, Miss. (CAB STARTS OFF...WHIRR OF WHEELS)

GIRL: Hurry driver, hurry,...If I miss that train I'll have to wait a full hour for another one.

TAXI DRIVER: Just take it easy, Miss. I'll get you there on time,

GIRL: Oh, dear, I'm so nervous....there, I knew I'd forget something.....no cigarettes.

TAXI DRIVER: Here Miss, have one of my Luckies.

GIRL: (SOUNDING A LITTLE MORE PLEASANT) Thanks, I will.

TAXI D: Nothing like a Lucky, Miss, when you're upset.

GIRL: (LIGHTS LUCKY....PAUSE) My...that's just what I needed.... Say, we are making good time all right.

TAXI D: Here we are Miss...made it in four minutes.

GIRL: (HURRIEDLY) Thanks, driver....here's fifty cents...and your Luckies...

TAXI D: (LAUGHING) You can keep the Luckies, Miss.

GIRL: (LAUGHING-) Thanks, ..and I'll remember to anxiety they bring relief. Luckies never let you down.

ANNOUNCER: Luckies really do stand by you - they give you a soothing, milder smoke because they are made of long golden strands of fine Turkish and domestic tobaccos. Packed round and firm, always fresh - it's the tobacco that counts and there are no finer tobaccos than those used in Luckies.

(LIVING IN A GREAT BIG WAY -----BOYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: Thirteenth in your favor this week, "I'm Living in a Great Big Way". The Rhythm Kings will bring you the words.

(MUSIC SWELLS AND FINISHES)

SINGISER: Here's the newest song on the air tonight, brought you in Lucky's Musical Preview! Each week, you know, we "Listen into the Future" and give you an audition of a melody you'll be hearing a few weeks or a few months from now. Tonight's selection comes from Hollywood where it is to be featured in the forthcoming motion picture "We're In the Money". "So Nice Seeing You Again" is the title, and it's by the composers of "Fare Thee Well, Annabel". We present the Lucky Strike stars, Kay Thompson and Johnny Hauser, assisted by the Rhythm Kings and the Melody Girls, in the brand-new number, "So Nice Seeing You Again."

(SO NICE SEEING YOU AGAIN".....KAY, JOHNNY, BOYS, GIRLS)

SEGUE TO

(" THE LADY IN RED".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: "The Lady in Red", third song in the favor of the nation, and the Hit of This Week in Minneapolis and Richmond.

ATK01 0013602

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: In that little roll of paper less than three inches long, tobaccos from all over the world join for your pleasure. That little Lucky Strike cigarette represents the efforts of thousands of men and years of work, to make it just right for your taste. The mild, mellow center leaves of the best tobacco crops must be gathered, aged, and blended over and over again in air-conditioned factories. And then they go through other processes - until every bit of tobacco is ready to be packed tightly into a round, firm Lucky that stays fresh and has no loose ends.

Just think of this when next you enjoy a Lucky --Remember it's the tobacco that counts and there are no finer tobaccos than those used in Luckies.

("EAST OF THE SUN".....CHARLES CARLILE)

(FADES FOR ANNOUNCEMENT)

SINGISER: This is the eleventh ranking melody of the week, "East of the Sun." The soloist will be our Lucky Strike star, Charles Carlile.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I'LL NEVER SAY NEVER AGAIN AGAIN".....KAY AND BOYS)

(FADES FOR ANNOUNCEMENT)

SINGISER: "I'll Never Say Never Again Again" is Number Six melody in national favor, but our Lucky Strike surveys show that in Tucson, Arizona, this tune has the high ranking of Number Three. A Hit Parade highlight, with Kay Thompson and the Rhythm Kings.

(MUSIC SWELLS AND FINISHES)

STATION---BREAK

(INSIDE SIGNATURE --"THIS IS MY LUCKY DAY")

(FADES FOR ANNOUNCEMENT)

SINGISER: The Lucky Strike Hit Parade - the fifteen most popular songs of this week - the Big Fifteen that are best sellers on records and in sheet music - that are played most often over the air and at the places you dance.

The songs best liked by the people furnish a musical snapshot of America today, that's why Lucky Strike is happy to bring you this program of hits. We continue now with the song that ranks Number One all over the country: After several weeks in second place, "In A Little Gypsy Tea Room" jumps into the lead as your song of songs, the Hit of This Week. First, let's listen to the Melody Girls.

("GYPSY TEA ROOM".....GIRLS AND ORCHESTRA)

SEGUE TO

("SHINE".....JOHNNY HAUSER)

(FADES FOR ANNOUNCEMENT)

SINGISER: In turning back the musical calendar to find the hit of this week in other years, we come upon a period that is famous in the annals of American popular song. The second week in July, fifteen years ago, there was not just one outstanding hit--there were eight! We can't begin to bring you all of them --but one of the people's favorites was "Shine".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("JAPANESE SANDMAN".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: The second week in July, 1920 - Thomas Meighan in "The Prince Chap" was the most popular movie - the revival of "Floradora" was playing on Broadway - and another hit of that phenomenal musical week was "Japanese Sandman".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(MARGIE -----MEN IN UNISON)

(FADES FOR ANNOUNCEMENT)

SINGISER: This week, fifteen years ago Eddie Cantor was appearing in vaudeville, working entirely in blackface - and the whole country was singing one of the songs he used in his act - "Margie".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("GYPSY TEA ROOM".....DE LYS AND ENSEMBLE)

ANNOUNCER: The scene is in the little tobacco shop just around the corner.

(DOOR OPENS)

MISS JANE: Hello, Mr. George, how are you?

MR GEORGE: Well, how do you do, Miss Maynard. Have you been away? It's been so long since I've seen you.

MISS J: Yes, but I'm back now and giving a party for all the girls and I've got to have some cigarettes.

MR. G: It's good seeing you again - what kind of cigarettes can I give you - Luckies?

MISS J: Why yes, they're my favorites, but why did you mention them

MR. G: Well, it's kinda our business to know about cigarettes and Luckies are milder and taste better. You know they are made of the center leaves only.

MISS J: Yes, I've heard that, but in my case I just like them, I discovered one thing about Luckies myself - they don't dry out.

MR. G; That's true and there's a reason for that. Luckies are the only cigarettes packed in an air-conditioned factory where the temperature and humidity are always the same.

MISS J: Then it's all right to get Luckies by the carton, isn't it?

MR. G: Yes, it is --but the main thing is it's the tobacco that counts and there are no finer tobaccos than those used in Luckies.

("AND THEN SOME".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: This is the fifth tune in national favor this week - "And Then Some".

(MUSIC SWELLS AND FINISHES)

SINGISER: The fourteenth song in the list of this week's hits, "Let's Swing It", comes from Earl Carroll's "Sketchbook", one of the two musical shows now playing on Broadway. Perhaps that's one of the reasons this song holds the high ranking of Number Three in New York City. Lennie Hayton presents a new arrangement featuring the Lucky Strike stars, Kay Thompson, Charles Carlile, and Johnny Hauser.

("LET'S SWING IT".....ENSEMBLE)

(4 BARS LA MARSEILLES - BRASS PAN FARE)

SINGISER: Tomorrow, July Fourteenth, all France will celebrate their great national holiday, Bastille Day. Patriotic melodies will be sung, undoubtedly - but the crowds on the boulevards will also hum and whistle the popular songs of the moment - chief among them the Hit of This Week in Paris - a song that was a hit in the United States about a year ago - "Petit Homme C'est L'Huere de Fare Dodo" - and if that title doesn't sound familiar, you'll certainly recognize "Little Man, You've Had a Busy Day". Our versatile Lucky Strike star, Gogo De Lys, brings you the song as they sing it in Paris.

(HIT OF PARIS .....DE LYS)



ANNOUNCER: The actual pleasure Luckies give you speaks louder than words. But if your Lucky could find words, this is what they would be:

VOICE OF  
LUCKY STRIKE: I'm one of the first to greet you in the morning, the last to say, "Pleasant Dreams." And all through the day I'm the faithful companion that never lets you down. I'm your best friend. I am your Lucky Strike.

ANNOUNCER: When your Lucky says it never lets you down, it couldn't speak a truer word. It is rich, mellow to taste, and has a friendly fragrant aroma. It is so mild, so smooth it tastes so good because it is made of long, golden strands of center leaves only. And every Lucky is round, firm, and fully packed. No loose ends to cling to your lips. Try a Lucky, you'll see for yourself, because it's the tobacco that counts and there are no finer tobaccos, than those used in Luckies.

("CHASING SHADOWS".....HAYTON AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: "Chasing Shadows", the second most popular number throughout the country this week, Lennie Hayton conducts from his piano.

(MUSIC SWELLS AND FINISHES)

SINGISER: In Lucky's Musical Hall of Fame we present aristocrats of the song hits - those melodies which have kept in the Hit Parade for several weeks, because you like them too well to let them go. First, "Life is a Song", tenth ranking melody, sung by the Lucky Strike star, Charles Carlile.

("LIFE IS A SONG".....CARLILE)

SEGUE TO

("IN THE MIDDLE OF A KISS".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: Fourth in national favor -  
and the Hit of this week in Pittsburgh and Cincinnati -  
"In the Middle of a Kiss".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THRILLED".....KAY THOMPSON)

SINGISER: Our Lucky Strike star, Kay Thompson sings "Thrilled" --  
Number nine in the list of this week's hits.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("ABOUT A QUARTER TO NINE".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: Seventh in the favor of the nation, but the fourth ranking  
song in Minneapolis and Toronto, Canada: "About a Quarter  
To Nine".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("GYPSY TEA ROOM".....ENSEMBLE)

(FADES FOR ANNOUNCEMENT)

SINGISER: And now the most famous in this group of famous songs - a  
brief reprise of the all-American favorite, the Hit of  
This Week. Lucky's own soloists, Lennie Hayton and the  
Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(CLOSING SIGNATURE.....HAPPY DAYS ARE HERE AGAIN)

ANNOUNCER: Join us here next Saturday for the fifteen most popular songs  
of next week, presented for your pleasure by the  
manufacturers of Lucky Strike Cigarettes.

(MORE)

ANNOUNCER: (Cont'd)

Remember, please, that Luckies are milder, Luckies taste better because they are made of fragrant, expensive center leaves only. It's the tobacco that counts, and there are no finer tobaccos than those used in Luckies.

Goodnight and thank you.

Your announcer, Frank Singiser,

THIS IS THE NATIONAL BROADCASTING COMPANY.

jac 7/12/35

ATX01 0013609

10:30

*m K. Bergman*

THE LUCKY STRIKE HIT PARADE

10:30 P.M.

JULY 23, 1935

SATURDAY

OPENING SIGNATURE: "HAPPY DAYS ARE HERE AGAIN"

INTRODUCER: Lucky Strike presents the Hit Parade!

For the next hour the manufacturers of Lucky Strike Cigarettes will bring you the fifteen most popular songs of this week, played by Lennie Hayton and his Lucky Strike Orchestra, and sung by Lucky's own group of soloists.

The Lucky Strike Hit Parade is one election where there's no politics, no personal opinion. Because each week, all over the United States, Lucky checks the tunes you like to hear on the air and the tunes you request from dance floors. We check the sales of sheet music and the sales of records. And then we're guided by your votes, and only your votes. There's only one party in the balloting -- and it's your party! Only one policy: to give you the music you want to hear. That's the Hit Parade!

And here's Lennie Hayton and the Lucky Strike Orchestra ready to bring you the melody that ranks third in your preference this week: "The Lady In Red."

"THE LADY IN RED" (ORCHESTRA)

SECURE TO --

"EVERY LITTLE MOVIE" (RAY THOMPSON)

SECURE TO --

SINGISER: The fifteenth ranking song in countrywide popularity this week bears the title "Every Little Moment". Our Lucky Strike star, Kay Thompson will bring you the words.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

"AND THEN SOME"....PIANO)

(FADES FOR ANNOUNCEMENT)

SINGISER: "And Then Some" is the song that holds fifth place in national popularity - but it's the Hit of This Week in Fort Worth, Texas. Lennie Hayton conducts from his piano.

(MUSIC SWELLS AND FINISHES)

(BABBLE OF VOICES, LAUGHTER, ETC.)

VOICE: (OFF MIKE) Say have you heard the one about the (FADES)

JERRY: (CLOSE UP) Alice, come on, let's get out of here.

ALICE: Do you think we should?

JERRY: Yeah, they won't miss us - come on.

ALICE: (FADING SLIGHTLY) Let's take the side door, then.

(DOOR OPENS AND CLOSSES)

ALICE: (FADING IN) Now what?

JERRY: Well...isn't it swell out here? Warm, and moonlight and everything...wish we could have another eclipse tonight, don't you?

ALICE: Well...you might offer me a cigarette.

JERRY: Oh, yes, pardon me -- here's a Lucky. You know one sure thing, when two's company, a Lucky doesn't make a crowd.

ANNOUNCER: It's true a Lucky doesn't make a crowd, but its friendly smoke brings people closer. It is made of the long golden strands of the finest center leaves only - aged and mellowed to give you a finer, better-tasting smoke. In a Lucky Strike cigarette it's the tobacco that counts and there are no finer tobaccos than those used in Luckies. That's one reason why Luckies are easier on your throat.

"LOVE AND A DIME".....BOYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGER: This is the tune that ranks fifteenth in your favor throughout the country - "Love and a Dime". Listen to the Rhythm Kings!

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

"STAR GAZING".....DELYS & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGER: "Star Gazing" -- Song Number Eleven in Lucky's nationwide list of hits. Our charming Lucky Strike star, Gogo Delys will bring you the words.

(MUSIC SWELLS AND FINISHES)

SINGER: Lucky's Musical Preview - a weekly feature of the Hit Parade, bringing you a brand new song, never played on the radio before. Tonight we present our Lucky Strike star, Johnny Hauser, assisted by the Rhythm Kings and the Melody Girls, singing "Riding Up The River Road." It's the newest song on the air tonight, written by the author of this week's eighth ranking hit "I'll Never Say Never Again, Again" "Riding Up The River Road."

"RIDING UP THE RIVER ROAD".....HAUSER, BOYS AND GIRLS)

(SEGUE TO --

"I'LL NEVER SAY NEVER AGAIN".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: And here's Number Eight in your list of favorites -- "I'll Never Say Never Again, Again". It will interest you to know that this song ranks Number One in New York City, Number Two in Portland, Oregon, and Number Three in St. Paul.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: It's amazing the amount of care that is taken in making a Lucky Strike cigarette uniformly perfect. Experts estimate that each Lucky contains the blending of center leaf tobacco from over 2500 different fine tobacco farms. Too, each cigarette contains over 100 different types of finest Turkish and domestic tobaccos. These tobaccos are aged from two to five years for mellowness, and bulked together for uniform aroma. The tobacco is blended and cross-blended eight times under exacting inspection. And another thing -- a Lucky Strike cigarette is the only cigarette made in air-conditioned surroundings --where the temperature and humidity doesn't vary one quarter of a degree. These are just a few of the reasons why a Lucky is the best-tasting cigarette you ever smoked. Remember, it's the tobacco that counts and there are no finer tobaccos than those used in Luckies.

"LOVE ME FOREVER".....CARLILE & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: This is the thirteenth ranking number of the week - "Love Me Forever" from the motion picture of the same name. Our Lucky Strike tenor soloist, Charles Carlile will bring you the words.

(MUSIC SWELLS AND FINISHES)

SCENE TO --

"SWING IT" EARL CANELL, THOMPSON AND BOYS)

(FADES FOR ANNOUNCEMENT)

SINGISER: Number Six in the favor of the nation this week: "Swing It", from Earl Canell's "Sketchbook". A Hit Parade Highlight with Kay Thompson and the Rhythm Kings.

(MUSIC SWELLS AND FINISHES)

-S-T-A-T-I-O-N B-R-E-A-K-

(INSIDE SIGNATURE: "THIS IS MY LUCKY DAY")

(FADES FOR ANNOUNCEMENT)

SINGISER: The Lucky Strike Hit Parade -- the fifteen most popular songs of this week, the Big Fifteen that are best known in sheet music and on records -- that are played most often on your favorite radio programs and at places you dance. They're the portrait of America today in popular song, these Hit Parade hits, because all of you, all over America, have picked them yourself.

Tonight, to open the second half of our program, we take a brief excursion into the musical past. Many authorities agree that this week, the third week in July, is the peak of the summer vacation season. (MORE)



SINGISER: Cont'd We recall some of the hits of previous summers, with the hope they will bring you pleasant recollections of happy vacation times. First, "Just a Memory", hit song of the summer of 1928.

"JUST A MEMORY".....ORCHESTRA)

SCENE TO --

"LULLABY OF THE LEAVES".....DRUMS)

(FADES FOR ANNOUNCEMENT)

SINGISER: Do you remember the song everyone sang three summers ago? Yes, it was "The Lullaby of the Leaves."

(MUSIC SWELLS AND FINISHES)

SCENE TO --

"JUST ONE MORE CHANCE".....HAUSER)

(FADES FOR ANNOUNCEMENT)

SINGISER: "Just One More Chance" -- what memories of mountains, seashore and moonlit nights does this melody bring? It was the most popular song of vacation time, 1931.

(MUSIC SWELLS AND FINISHES)

SCENE TO --

"FEELING I'M FALLING".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: And here's the last in this series of summer melodies - "I Have a Feeling I'm Falling", bringing you memories of the summer of 1935.

(MUSIC SWELLS AND FINISHES)

(DOOR BELL RINGS)

(DOOR OPENS)

HOSTESS: (WADING IN) Hello Polly dear.

POLLY: Hello darling - am I the first to arrive?

HOSTESS: Yes, the very first. And I'm glad too - I want to hear all about your trip down South. Did you do anything exciting?

POLLY: Oh, we had more fun. I learned about business.

HOSTESS: Business? (REPLETION OF "ARE YOU BEING SERVED") What kind of business?

POLLY: The tobacco business. (LAUGHINGLY) And it was probably the coolest part of the trip. We spent a whole day in the Lucky Strike factory in Richmond.

HOSTESS: Cool? In a factory?

POLLY: Yes, the whole big plant is air conditioned so that when the cigarettes are packaged they have just the right amount of moisture. That's why Luckies stay fresh.

HOSTESS: I've noticed they're milder and taste better.

POLLY: If you could just see all the trouble they go to in making them! You never saw such a clean place, and it seems like they inspect the tobacco a hundred times as it goes through the blending. Those Lucky Strike people really mean it when they say - it's the tobacco that counts and there are no finer tobaccos than those used in Luckies.

HOSTESS: Well, I smoke them constantly, and I know that Luckies are certainly the smoothest, mellowest cigarette I've ever smoked.

"PAGES IN THE SPRING" . . . (CARLULE & GIRLS)

(PAGES FOR ANNOUNCEMENT)

SINGISER: The ninth song in national favor this week - "Paris In The Spring". The lyric will be sung by our Lucky Strike star, Charles Carlile, assisted by the Melody Girls.

(MUSIC SWELLS AND FINISHES)

(BRASS FANFARE)

SINGISER: Here's the announcement of the Hit of This Week -- the song that one hundred and twenty million Americans like best: Once again the coveted Number One position goes to that Hit Parade record-holder "Chasing Shadows". Lennie Hayton presents a little fantasy based on your favorite song, featuring the Lucky Strike stars Kay Thompson, Gogo Delys, Johnny Hauser and Charles Carlile.

("CHASING SHADOWS".....ENSEMBLE)

SINGISER: Each week Lucky's Musical Spotlight conquers space to keep you up to date on hit songs around the world. Tonight, we play this week's most popular song in Buenos Aires. Of course, it's an Argentine tango, and the title is "Pampero".

(ARGENTINE HIT.....PAMPERO.....CHIQUITO AND ORCHESTRA)

ANNOUNCER: A Lucky Strike cigarette has its own way of letting you know -

VOICE: I'm with you in everything you do, day in and day out. Try me, I'll never let you down. I'm your best friend. I am your Lucky Strike.

ANNOUNCER: Luckies are dependable - they are always the same - so round, so firm and fully packed with long golden strands of the choice center leaves only. The center leaves of the tobacco plant are fully ripe. They're cleaner and more fragrant, and have a richer flavor. (MORE)

ANNOUNCER: (Cont'd) Remember, too, it's the tobacco that counts and there are no finer tobaccos than those used in Luckies. That's why Luckies taste so much better.

"THRILLED".....PIANO AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: "Thrilled", twelfth melody in our countryside list of hits, and the third most popular number this week in both Cincinnati and Philadelphia, Lennie Hayton conducts from his piano.

(MUSIC SWELLS AND FINISHES)

SINGISER: Lucky's Musical Hall of Fame is dedicated to those outstanding songs which have so heartily won your endorsement and favor that they have remained several weeks among the big time hits. First, "East of the Sun".

"EAST OF THE SUN")

(SEGUE TO --

"IN THE MIDDLE OF A KISS".....CARLILE)

(FADES FOR ANNOUNCEMENT)

SINGISER: Fourth in national favor, "In the Middle of a Kiss", sung by Charles Carlile.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

"IN A LITTLE GYPSY TEA ROOM".....DE LYS)

SINGISER: "In a Little Gypsy Tea Room", second most popular song throughout the nation, and this week's hit in Salt Lake City and Syracuse. The singer will be Miss Gogo De Lys.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

"ABOUT A QUARTER TO NINE".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: Number Seven in the list of this week's hits -- "About A Quarter to Nine",

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

"CHASING SHADOWS".....ENSEMBLE)

(FADES FOR ANNOUNCEMENT)

SINGISER: And now we're all together again with your Number One Number -- the people's choice for this week - Lucky's own soloists, Lennie Hayton, and the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

(SIGNATURE - HAPPY DAYS)

ANNOUNCER: Join us here next Saturday for the fifteen most popular songs of next week, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. Remember, please, that Luckies are milder, Luckies taste better because they are made of fragrant, expensive center leaves only. It's the tobacco that counts, and there are no finer tobaccos than those used in Luckies.

Goodnight and thank you.

Your announcer, Frank Singiser.

THIS IS THE NATIONAL BROADCASTING COMPANY.

/nc  
7/19/35

ATX01 0013619

*Mr. Bergman*

THE LUCKY STRIKE HIT PARADE

JULY 27th, 1935

(OPENING SIGNATURE: "HAPPY DAYS ARE HERE AGAIN")

SINGISER: Lucky Strike presents the Hit Parade!

For the next hour the manufacturers of Lucky Strike Cigarettes will bring you the fifteen most popular songs of this week, played by Lennie Hayton and his Lucky Strike Orchestra, and sung by Lucky's own group of soloists.

Once again, the voice of the people has spoken in selecting the tunes for the Hit Parade. New Yorkers and Californians, Northerners and Southerners, Republicians, Democrats, men, women, children - one hundred and twenty million of you have told us what songs you want to hear this Saturday night. You've told us by your purchases of sheet music and records, by your requests to orchestra leaders at places you dance, by the tunes you listen to on favorite radio programs - and we're glad to comply with your requests. That's why the Hit Parade is your own program.

And now Lennie Hayton and the Lucky Strike Orchestra step out with the melody that ranks thirteenth in your preference this week: "Lulu's Back in Town".

(LULU'S BACK IN TOWN ORCHESTRA)

SEGUE TO

(LET'S SWING IT HAUSER)

(FADES FOR ANNOUNCEMENT)

SINGISER: The eleventh ranking song in countrywide popularity this week is "Let's Swing It" from Earl Carroll's "Sketchbook". Our Lucky Strike star, Johnny Hauser will bring you the words.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(EVERY LITTLE MOMENT PIANO AND ORCHESTRA)

FADES FOR ANNOUNCEMENT)

SINGISER: "Every Little Moment" is the song that holds tenth place in national popularity - but our Lucky Strike surveys show that they like this song quite a bit better than elsewhere in San Francisco. It's in Fourth place in the city by the Golden Gate. Lonnie Hayton conducts from his piano.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Go into any well-frequented place. Notice a typical group of smokers. For instance, a nice family of four, seen at a leading hotel last night - They had just finished dinner - a father, mother, son and daughter - all were smoking Luckies. The father said-

FATHER: I like the taste of Luckies - they are rich, yet smooth and mellow.

ANNOUNCER: The mother prefers Luckies too -  
 MOTHER: Because they're milder and I like their fragrant aroma.  
 ANNOUNCER: The son-  
 SON: Even though I smoke a lot, Luckies are easy on my throat.  
 ANNOUNCER: The daughter is a Lucky Strike fan -  
 DAUGHTER: They're so round, so firm, so fully packed, they never  
 leave loose ends on my lips.  
 ANNOUNCER: Thus smokers like Luckies for many reasons, but  
 millions agree that Luckies please. Remember it's the  
 tobacco that counts and there are no finer tobaccos  
 than those used in Luckies.

(EVERY SINGLE LITTLE TINGLE BOYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: This is the tune that ranks fifteenth in your favor  
 throughout the country - "Every Single Little Tingle  
 of My Heart". Listen for the Rhythm Kings.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(PARIS IN THE SPRING DE LYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: "Paris In The Spring" -- Song Number Eight in Lucky's  
 nationwide list of hits. Our versatile Lucky Strike  
 star, Gogo De Lys, singing in English and in French -

(MUSIC SWELLS AND FINISHES)

SINGISER: Lucky's Musical Preview is proving a popular feature  
 of the Hit Parade. Each week, for your pleasure, we  
 bring you an advance audition of a brand new song - (MORE)



CONT: Many of these compositions are so fresh from the printers that the ink is scarcely dry when we play them for you, and every one of them is on the air for the first time. Tonight we present our Lucky Strike star, Charles Carlile, assisted by the Rhythm Kings and the Melody Girls in a new song by the composer of "Chasing Shadows", Lucky's Musical Preview of "Down By the River Seine"

(DOWN BY THE RIVER SEINE CARLILE & INTIMATE ENSEMBLE)

SEGUE TO

(IT WAS IN A LITTLE GYPSY TEA ROOM ORCHESTRA)

(PADES FOR ANNOUNCEMENT)

SINGISER: "It Was In A Little Gypsy Tea Room" - Number Four in national favor, and the Hit of This Week in Denver, Chicago, and Portland, Oregon.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Lucky Strike tobaccos are the cream of the crop of many lands. From far across the seas, from places whose names - Samsoun, Kavala, Mytiline - conjure up pictures of green hillsides and white-walled towns - come delicate, aromatic leaves of Turkish to add fragrance and flavor to your Lucky Strike. Our own South - Georgia, the Carolinas, Virginia, Maryland - gives us our Bright and Maryland tobaccos. And from Kentucky, where choice tobacco has been grown for generations, the finest center leaf Burley is picked for Lucky Strikes. Mixed in just the right proportions, blended literally hundreds of times, these tobaccos combine their richness to give you a cigarette that is first in flavor--and always easy on your throat...your Lucky Strike.....(MORE)

CONT: It's the tobacco that counts and there are no finer tobaccos than those used in Luckies.

(AND THEN SOME GIRLS & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: This is the third most popular song of this week -  
The title, "And Then Some"...In just a moment,  
the Melody Girls will bring you the words.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(THE LADY IN RED KAY & BOYS)

(FADES FOR ANNOUNCEMENT)

SINGISER: Number Five in the favor of the nation this week:  
"The Lady in Red". A Hit Parade Highlight, with  
Kay Thompson and the Rhythm Kings.

(MUSIC SWELLS AND FINISHES)

--S T A T I O N B R E A K --

(INSIDE SIGNATURE "THIS IS MY LUCKY DAY")

SINGISER: The Lucky Strike Hit Parade, the fifteen most popular songs of this week, brought to you for your pleasure by the manufacturers of Lucky Strike Cigarettes. Lucky's Big Fifteen are the folksongs of today. They're the tunes you hear strangers humming on the street. They're the tunes you choose to dance to, to hear over the air, to bring home in the form of sheet music and phonograph records, ..They're the musical expression of America, because America has picked them herself.

(MORE)

CONT: Tonight, however, the opinion of the nation has not settled unanimously on one outstanding melody as the "Hit of this Week". Instead, two numbers, "In the Middle of a Kiss" and "Chasing Shadows" are tied for first place in your favor. Charles Carlile will bring the words of "In the Middle of a Kiss" and later in this musical group Kay Thompson will sing your other favorite, "Chasing Shadows."

(IN THE MIDDLE OF A KISS CARLILE & ORCHESTRA)

SEGUE TO

(TEA FOR TWO ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: Ten years ago this week the country was thoroughly agreed upon one song as the national favorite - it was "Tea for Two", hit of the musical comedy "No, No, Nannette."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(WE JUST COULDN'T SAY GOODBYE HAUSER)

(FADES FOR ANNOUNCEMENT)

SINGISER: And here's the song that was being hummed or whistled by everyone everywhere three years ago today - "We Just Couldn't Say Goodbye"-

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(ALL I DO IS DREAM OF YOU BOYS)

(FADES FOR ANNOUNCEMENT)

SINGISER: The melody you liked best one year ago this week - "All I Do is Dream of You"

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(CHASING SHADOWS KAY & EMSEMBLE)

(FADES FOR ANNOUNCEMENT)

SINGLSER: And now, after that little musical excursion into the past, here we are with the other song that you like best this week - "Chasing Shadows" - sharing the honors as Number One Melody throughout the United States.

(MUSIC SWELLS AND FINISHES)

JIMMY: (FADING IN WITH SLIGHT SPLASH) Come on up, Peg. I've a pack of Luckies here on the raft.

PEG: (SOUND OF PERSON CLIMBING FROM WATER) Um,um, there's nothing I like better after a good swim. Got a light for me, Jimmy?

JIMMY: (SCRATCH OF MATCH) I sure have. You know when I was down in Richmond last month I found out why Luckies are always so fresh, even in this hot weather.

PEG: And why is that?

JIMMY: (IMPRESSIVELY) Luckies, young lady, are the only cigarettes made in factories that are air-conditioned for heat and moisture.

PEG: Air-conditioning? What does that do?

JIMMY: What does it do! Why, it keeps those Luckies fresh for us. Just think, Peg, every Lucky is made and packed in air that's purer than the air you breathe. That's why Luckies do not dry out.

PEG: Well, I'm glad they protect that Lucky flavor. It's worth protecting.

ANNOUNCER: And air-conditioning is only one of the many extras that make your Lucky Strike the mildest, best-tasting cigarette. That friendly, fragrant flavor comes from choice, prime center leaves only, the cream of every crop. Remember, it's the tobacco that counts and there are no finer tobaccos than those used in Luckies. Light a Lucky "you'll be amazed how smooth and gentle it is to your throat."

(EAST OF THE SUN ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: This is the sixth song in national favor this week: "East of the Sun"

(MUSIC SWELLS AND FINISHES)

SINGISER: Fourteenth song in the list of this week's hit is the bright melody, "Living In a Great Big Way", from the motion picture "Hooray for Love." Lennie Hayton presents a new arrangement featuring the Lucky Strike stars Kay Thompson, Gogo De Lys and Johnny Hauser.

(LIVING IN A GREAT BIG WAY PRODUCTION)

SINGISER: Lucky's Musical Spotlight points a finger of light across the Atlantic Ocean to bring you musical news of the week from London, England. In the nightclubs of Mayfair and at swank county houseparties a romantic melody bearing the title "Call Me Sweetheart" is the Hit of this Week. Our Lucky Strike tenor soloist, Charles Carlile, will bring you the words of this English favorite.

(CALL ME SWEETHEART CARLILE & ORCHESTRA)

ANNOUNCER: Whenever you sit down next to a Lucky Strike smoker, you begin to wish for a Lucky yourself. You like the pleasant, fragrant tobaccos aroma that's wafted your way. You like the fresh clean look about his Lucky. It's round, and firm, and fully packed with never a loose end. This much you can tell by watching him smoke, but the mildness and the matchless flavor of a Lucky are things you can't learn until you try a Lucky yourself. And when you do you'll get a thrill from the smoothness, the delicious mellow flavor of your Lucky and its smoothness to your throat. Remember, it's the tobacco that counts and there are no finer tobaccos than those used in Luckies.

(YOU'RE ALL I NEED PIANO & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: "You're All I Need" from the motion picture "Escapade" is twelfth in our countrywide list of hits. But in Hollywood, where the picture was made, "You're All I Need" is the most popular song of this week. Lennie Hayton conducts from his piano.

(MUSIC SWELLS AND FINISHES)

SINGISER: The aristocrats of popular song take their places in Lucky's Musical Hall of Fame. These are the melodies which you like so much that you've held them in the Hit Parade for several weeks. First, "I'll Never Say Never Again Again" seventh ranking song nationally. However, in Wabash, Indiana, where the city's Centennial celebration is in full swing, this tune is among the top three in popularity. Kay Thompson sings the lyric.

(NEVER SAY NEVER AGAIN AGAIN KAY THOMPSON)

SEGUE TO

(THRILLED \_\_\_\_\_ ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: "Thrilled" ninth in favor throughout the country, and  
the Hit of This Week in Pittsburgh and Daytona Beach.

(MUSIC SWELLS & FINISHES)

SEGUE TO

(IN THE MIDDLE OF A KISS \_\_\_\_\_ CARLILE & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: And now let's listen again to one of the two songs which  
are pleasing all of you, all over America the most this  
week. Lucky's own soloists, Lennie Hayton, and the  
Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(CLOSING SIGNATURE ----- "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Join us here next Saturday for the fifteen most popular  
songs of next week, presented for your pleasure by the  
manufacturers of Lucky Strike Cigarettes. Remember,  
please, that Luckies are milder, Luckies taste better  
because they are made of fragrant, expensive center  
leaves only. It's the tobacco that counts, and there  
are no finer tobaccos than those used in Luckies.

Goodnight and thank you.

Your announcer, Frank Singiser.

THIS IS THE NATIONAL BROADCASTING COMPANY.

KH  
MC  
7/26/35

ATX01 0013629

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WEAF

THE LUCKY STRIKE HIT PARADE

( ) ( )  
8:00 - 9:00 P.M.

AUGUST 3, 1935

SATURDAY

(OPENING SIGNATURE: "HAPPY DAYS ARE HERE AGAIN" . . .)

SINGISER: Lucky Strike presents the Hit Parade!

The manufacturers of Lucky Strike Cigarettes present the Hit Parade - the fifteen most popular songs of this week, played by Lennie Hayton and his Lucky Strike Orchestra, and sung by Lucky's own group of soloists.

Lucky checks the tunes you dance to and the melodies that you hear over the air, the records you buy and the sheet music you take home. Then, when we find out the Big Fifteen all over the country, we prepare your musical program just as you ordered it. That's the Hit Parade. And here's Lennie Hayton and the Lucky Strike Orchestra with - "Living In A Great Big Way", the tune that ranks fifteenth in your preference this week.

("LIVING IN A GREAT BIG WAY" . . . . . ORCHESTRA)

SEGUE TO

("LET'S SWING IT" . . . . . KAY AND GIRLS)

(FADES FOR ANNOUNCEMENT)

SINGISER: The fourteenth song in countrywide popularity is - "Let's Swing It" from the musical show "Sketch Book". The vocal chorus by Kay Thompson and the Melody Girls.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("PARIS IN THE SPRING" . . . . . PIANO AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: "Paris In The Spring" holds eighth place in national favor, but in Philadelphia, this is the second most popular song in town. Lennie Hayton conducts from his piano.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Luckies are modern cigarettes - they're the only cigarettes that are air-conditioned. They give you a cool, air-conditioned smoke, mild and smooth. ( Those of you who go to air-conditioned theatres on sweltering days know what comfort weather-control means ) - Lucky Strike factories are kept constantly within a quarter of a degree of the right temperature for making the best possible cigarette. This is done the year round - The cigarettes are sealed in this clean, washed air. They come to you that way. Therefore - whenever you light a Lucky anytime of the year or in any part of the country - you enjoy a cigarette that is always uniformly fresh. Try one. You'll find fresh Luckies give you a lot more smoking pleasure, and are easier on your throat.

("YOU'RE ALL I NEED" . . . . . CARLILE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: This is the melody that ranks fourth in your favor throughout the country - "You're All I Need". Our Lucky Strike star, Charles Carlile brings you the words.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THE LADY IN RED" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: "The Lady In Red", song Number Five in Lucky's nationwide list of hits.

(MUSIC SWELLS AND FINISHES)

SINGISER: Each week, Lucky's Musical Preview brings you a brand new song - never played on the radio before. Tonight we present our Lucky Strike star, Johnny Hauser, assisted by the Rhythm Kings and the Melody Girls, singing "My Foolish Heart". It's the newest song on the air tonight, written by the composer of "Till We Meet Again," and "Japanese Sandman". "My Foolish Heart."

("MY FOOLISH HEART".....HAUSER, BOYS, GIRLS)

## (TELEPHONE RINGS)

DOROTHY: Hello.

POLLY: Oh, hello. Dot. Listen, you asked me to remind you to send Caroline a going-away present. You know she sails next week.

DOROTHY: Well, thanks awfully, Polly, but I remembered myself for once.

POLLY: Oh! Mind if I ask you what you sent her?

DOROTHY: Not at all. Five cartons of Luckies.

POLLY: (UNBELIEVEINGLY AND DISAPPOINTEDLY) Dot, you didn't!

DOROTHY: But, darling, I did. I thought how swell it would be to have plenty of good cigarettes on the trip. And you know how Caroline loves Luckies.

POLLY: Dorothy Smith, I could kill you.

DOROTHY: (SURPRISED) Why, what in the world ---

POLLY: Because I sent her the same identical thing -- (LAUGHINGLY)  
And five cartons too.

DOROTHY: Well, that's all right. Don't worry. They'll stay absolutely fresh... and think how popular she'll be. She'll have swell cigarettes for the whole trip.

ANNOUNCER: (SUMMARY) Yes, Luckies do stay fresher. They're made in great cool factories, the only cigarette factories that are air-conditioned. This clean fresh air is sealed right into every Lucky package. That's why they're the freshest cigarettes you can smoke, and they're so gentle with your throat.

("LOVE ME FOREVER" . . . . . DE LYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: This is the seventh ranking number of the week, "Love Me Forever" from the picture of the same name. Our charming Lucky Strike star Gogo De Lys will bring you the words.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THRILLED" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: "Thrilled" - Number Ten in national favor and the Hit of This Week in the city of Cleveland.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Ladies and gentlemen, may I interrupt the program a moment to give you a piece of news in which you will all be interested? The manufacturers of Lucky Strike cigarettes are pleased to announce that one week from tonight, Saturday, August the 10th, Mr. Fred Astaire, popular star of RKO Radio Pictures, joins the Lucky Strike Hit Parade for a series of broadcasts. So, make a date with your radio set next Saturday to welcome Mr. Fred Astaire.

(LULU'S BACK IN TOWN" . . . . . KAY AND BOYS)

(FADES FOR ANNOUNCEMENT)

SINGISER: Number nine in the favor of the nation this week: "Lulu's Back In Town", a Hit Parade Highlight with Kay Thompson and the Rhythm Kings.

(MUSIC SWELLS AND FINISHES)

S-T-A-T-I-O-N B-R-E-A-K

(INSIDE SIGNATURE. . . . "THIS IS MY LUCKY DAY". . .)

SINGISER: The Lucky Strike Hit Parade - the fifteen most popular songs of this week, brought to you for your pleasure by the manufacturers of Lucky Strike Cigarettes.

Lucky's Big Fifteen keep you up with the musical times in America - they're the musical expression of the nation - the tunes you picked yourselves, all over the country:- as best sellers in sheet music and on records, as the songs most often asked for at places you dance, as the melodies you like to hear on the air.

"Chasing Shadows" long ago established itself as a record breaker on the Hit Parade - tonight again it is the coast to coast favorite - but, as last week, national opinion has elevated a second song to tie with it as the Hit of This Week - "I'll Never Say Never Again Again."

("NEVER SAY NEVER AGAIN AGAIN" . . . . . ORCHESTRA)

SEGUE TO

("SOME OF THESE DAYS" . . . . . JOHNNY HAUSER)

SINGISER: Let's look back into the first week in August in other years - What was the outstanding hit ten years ago tonight? Sophie Tucker could tell you - for she had just started the whole nation to singing, "Some Of These Days".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("LITTLE WHITE LIES" . . . . . DE LYS)

(FADES FOR ANNOUNCEMENT)

SINGISER: And five years ago this week the loud speakers of the nation were playing one of the first great radio hits - "Little White Lies" - Remember?

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("HERE COME THE BRITISH" . . . . . KAY THOMPSON)

(FADES FOR ANNOUNCEMENT)

SINGISER: We didn't believe it ourselves, at first - But the records prove that just one year ago this week, "Here Come The British" was song Number One.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("CHASING SHADOWS" . . . . . CARLILE AND GIRLS)

(FADES FOR ANNOUNCEMENT)

SINGISER: Coming from the musical past back into the present, here are Charles Carlile and the Melody Girls ready to bring you "Chasing Shadows".

(MUSIC SWELLS AND FINISHES)

JANE: Oh - By the way, I went out riding with Harry last night.

BILL: So - he's back again. Suppose all he did was brag about that new car.

JANE: No he didn't - not at all - he told me the most interesting story about his trip through the Lucky Strike factory in Richmond.

BILL: Lucky Strike factory, eh! What'd he say?

JANE: Oh, he told how they select only the choicest center leaves of the tobacco plant - and how he saw thousands of bales and hogsheads of tobacco from all parts of the world aging in their warehouses and how they blend and re-blend the tobacco to get the flavor and aroma just right. It was interesting - you should have been along.

BILL: I wish I had.

JANE: Yeah... 'n did you know the Lucky Strike people keep the temperature and humidity in their factories always the same - he said they have the only air-conditioned cigarette factories in the world - and that the pure, clean, washed air is sealed right into the package with the cigarette.

BILL: Guess that's why Luckies are always so fresh.

JANE: That's what he said - and that's why Luckies aren't ever loose and dried out.

BILL: I've noticed that about Luckies - and they taste better. They're smooth and mild - they're easy on my throat..

JANE: Say, mister, you're making me hungry for a Lucky - let's smoke.



("IN THE MIDDLE OF A KISS" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: Fourth song in national favor this week "In The Middle Of A Kiss".

(MUSIC SWELLS AND FINISHES)

SINGISER: The bright melody - "And Then Some" is thirteenth in the list of this week's Hits, but our Lucky Strike surveys show that it's Number Two song at the popular summer resort of Virginia Beach. Lennie Hayton presents a new arrangement, featuring the Lucky Strike Stars, Kay Thompson, Johnny Hauser and Charles Carlile.

("AND THEN SOME" . . . . . ENSEMBLE EXCEPT DE LYS)

(STEEL GUITAR - "SONG OF THE ISLANDS")

SINGISER: Lucky's Musical Spotlight points an enquiring finger of light half way around the globe to learn the Hit of This Week in Honolulu. "Let's Go For Broke" is its title, a slang expression of the Islands, which means "The Sky's The Limit", and "Let's Have a Marvelous Time". Our Lucky Strike Star, Gogo De Lys, assisted by the Rhythm Kings in Honolulu's Number One Song.

("LET'S GO FOR BROKE" . . . . . DE LYS AND BOYS)

ANNOUNCER: The other day a friend of ours made a very sensible observation. He said: "You know, I've been listening to your radio talks about Luckies. I've heard you say that Luckies are made only from ripe, center leaves, that they are blended and re-blended to a fragrant smoothness that makes for a milder smoke, that Luckies are rounder, firmer, more fully packed. I decided to try a pack. Let me tell you - that first puff told me more than you can tell me in a thousand words - as for the last puff - why it was equal to a million. Why don't you ask the radio audience to try Luckies. One Lucky is worth a hundred claims."

May we ask you to follow our friend's advice? The next time you buy cigarettes - ask for Luckies! You'll be amazed how gentle they are to your throat.

("I COULDN'T BELIEVE MY EYES".....PIANO AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: "I Couldn't Believe My Eyes", Twelfth melody in our countrywide test, and the Hit of This Week in fashionable Beverley Hills, California. Lennie Hayton conducts from his piano.

(MUSIC SWELLS AND FINISHES)

SINGISER: Lucky's Musical Hall of Fame is dedicated to those outstanding songs which have so heartily won your endorsement and favor that they have remained several weeks among the Big Time Hits. First, "East Of The Sun", seventh ranking melody, and the Hit of This Week in Washington, D. C., sung by our Lucky Strike tenor soloist, Charles Carlile.

("EAST OF THE SUN".....CARLILE)

SEGUE TO

("IN A LITTLE GYPSY TEA ROOM".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: "In A Little Gypsy Tea Room" - third most popular song nationally, and ranking Number Two in Akron, Memphis and Fort Scott.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I'LL NEVER SAY NEVER AGAIN AGAIN".....ENSEMBLE)

(MUSIC SWELLS AND FINISHES)

SINGISER: Ladies and gentlemen, I would like to read a telegram which we have just received. It is signed by one of America's foremost composers, and it reads:

(MORE)

SINGISER:  
(CONT)

"May I offer my most sincere congratulations to the Lucky Strike Hit Parade in securing the services of Fred Astaire for a series of broadcasts. To my way of thinking Fred Astaire is one of the finest performers in American musical comedy today and I am sure that his first series of broadcasts will find the same favor with the American radio audience that his appearance on stage and screen have always won for him. I'm looking forward to the Hit Parade next Saturday night." Signed - Irving Berlin.

Thank you, Mr. Berlin. We, in turn, are looking forward to being associated with so able a performer, so fine a gentleman as Fred Astaire.

(CLOSING SIGNATURE. . . . . "HAPPY DAYS" . . . .)

SINGISER: Remember, one week from tonight Fred Astaire begins his first series of regular broadcasts on this program. And, in closing, may we remind you, that Lucky Strike Cigarettes are milder - they taste better, because they are made of fragrant, expensive center leaves only. It's the tobacco that counts, and there are no finer tobaccos than those used in Luckies. Goodnight and thank you. Your announcer, Frank Singiser.

THIS IS THE NATIONAL BROADCASTING COMPANY.

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WEAF

THE LUCKY STRIKE HIT PARADE

( ) ( )  
8:00 - 9:00 P.M.

AUGUST 10, 1935.

SATURDAY

(OPENING SIGNATURE: "HAPPY DAYS ARE HERE AGAIN" . . .)

SINGISER: Lucky Strike presents the Hit Parade -- starring Fred Astaire, and featuring the fifteen most popular songs of this week, played by Lennie Hayton and his Lucky Strike Orchestra and sung by Lucky's own group of soloists.

Tonight it is our great pleasure to welcome to this program one of Hollywood's brightest stars, one of Broadway's favorite personalities, one of America's foremost performers in musical comedy -- Fred Astaire. In just a moment Mr. Astaire himself will tell you about his part in tonight's Hit Parade. But first, let's listen to Lennie Hayton and the Lucky Strike Orchestra playing the tune that ranks fourteenth in popularity throughout the United States this week: "Lulu's Back In Town."

("LULU'S BACK IN TOWN" . . . . . ORCHESTRA)

("PAGE MISS GLORY" . . . . . BOYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: Here's the song that holds fifteenth place in your favor: "Page Miss Glory" from the motion picture of the same name. Listen for the Rhythm Kings.

(MUSIC SWELLS AND FINISHES)

SINGISER: Ladies and gentlemen, Fred Astaire!

(APPLAUSE)

FRED ASTAIRE:

Hello, and thanks very much. I'm indeed very grateful for this reception and must say that I'm very happy to begin my first series of regular broadcasts.

I can't help but consider myself very lucky tonight because I have the privilege of introducing for the first time on the air, Irving Berlin's newest songs from our new RKO Picture "Top Hat". There are five featured numbers in the score -- and I'll be back in the course of the program tonight to do my best with three of them. So now, won't you please listen as Lennie Hayton and Lucky's own soloists bring you the hits of this week -- while I go out and get good and nervous waiting for my turn ---

(FADING FROM MIKE SLIGHTLY) Thanks - -

("STAR GAZING". . . . . GOGO DE LYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: This is the Twelfth ranking song of this week -- "Star Gazing". In just a moment our charming Lucky Strike star, Miss Gogo De Lys will bring you the words.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I'LL NEVER SAY NEVER AGAIN AGAIN". . . . . HAYTON & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: "I'll Never Say Never Again Again" is Number Ten tune throughout the country, but it's the Hit of This Week in the city of Detroit. Lennie Hayton conducts from his piano.

(MUSIC SWELLS AND FINISHES)

BILL: Readin' those detective stories again -- in a hotel lobby, too. What do you see in those crime yarns?

FRANK: Say, I've read so many of them lately that I'm almost a detective myself.

BILL: (GOOD NATUREDLY) Is that right? Well, Sherlock, how about this good-looking girl in back of us. What can you tell me about her?

FRANK: (SLOWLY) She's a cultivated, fastidious person. Dresses well, but not expensively. And she's smoking a Lucky.

BILL: (STARTLED) Smoking a Lucky! How can you be sure from here?

FRANK: Notice how deeply she inhales every puff? It's got to be mild and mellow for a young lady to do that.

BILL: And you're positive, Mr. Hawkshaw, just from the way she inhales?

FRANK: No, but I can see she's dainty enough to insist on a cigarette that has no loose ends. That's another reason I'd call it a Lucky.

BILL: (KIDDING) You don't by any chance smoke Luckies yourself, do you?

FRANK: That's how I'm so sure of my third point. See how she's smoking her cigarette right down to the end? That makes me sure she's a Lucky smoker. You can smoke a Lucky longer, 'cause the last puff is as good as the first.

BILL: (FADING) Amazing, Sherlock, amazing. Come on into lunch and I'll try one of your Luckies.

ANNOUNCER: You can tell a good deal about Luckies, just by watching a Lucky smoker, but you can't find out about the gentle mildness of a Lucky until you try one yourself.

(MORE)

ANNOUNCER: And when you do, you'll be thrilled by the smoothness of  
(CONT) your smoke, by that rich, mellow Lucky Strike flavor.  
Remember, it's the tobacco that counts and there are no  
finer tobaccos than those used in Luckies.

("EVERY LITTLE MOMENT" . . . . . HAUSER AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: Here's the melody that's eighth in the favor of the nation:  
"Every Little Moment". Our Lucky Strike star, Johnny Hauser  
will bring you the words.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("EAST OF THE SUN" . . . . . KAY AND GIRLS)

(FADES FOR ANNOUNCEMENT)

SINGISER: "East of The Sun" Number Three in national ranking, and the  
second most popular song in Bridgeport, Connecticut, Butte,  
Montana, and New York City. Presenting Kay Thompson and  
the Melody Girls.

(MUSIC SWELLS AND FINISHES)

SINGISER: Lucky's Musical Preview has established itself during the  
past few weeks as a popular portion of the Hit Parade.  
Tonight, it becomes a brilliant special feature as Fred  
Astaire, the nimble-footed, debonair star of "Top Hat",  
personally introduces the songs from that brand-new picture.  
The entire score is from the pen of the famous composer,  
Irving Berlin, Listen now, while the Lucky Strike Orchestra  
plays the romantic melody called "Cheek To Cheek" -- and  
in just a moment Fred Astaire himself will bring you the  
words.

("CHEEK TO CHEEK" . . . . . ONE CHORUS BY ORCHESTRA)



(AT END OF CHORUS FRED ASTAIRE ENTERS TO APPLAUSE)

("CHEEK TO CHEEK" . . . . . FRED ASTAIRE)

(APPLAUSE)

FRED ASTAIRE:

Thanks - thank you very much.

And now I'd like to try the title number of "Top Hat". It's about a fellow who has a date - the lyric tells its own story, I think. In the picture, I do a part of this number with a bunch of fellows - the rest by myself solo dancing and so forth. In order to keep the spirit of the thing moving in the right direction tonight, I'm going to attempt a few steps here in front of the microphone. I don't know how it will turn out, as it's my first experience dancing on the air - I have a platform here about two feet square, and I'll try to stay on it ---

(MUSIC BEGINS TO VAMP)

Oh - oh - There goes Lennie Hayton - he's started the number already. I'll be back in a second - - -

("TOP HAT" . . . . . FRED ASTAIRE AND ORCHESTRA)

(APPLAUSE)

ANNOUNCER: Why are Luckies so mild that they never make your throat dry? Why are they so free from dust -- so smooth and cool-burning? First, because it's the tobacco that counts, and there are no finer tobaccos than those used in Luckies. But that's not all. Luckies are made in the only cigarette factories that are air-conditioned for both temperature and moisture. The air in a Lucky Strike factory is maintained more carefully than the air in a hospital. It is washed every three minutes. The humidity varies less than one per cent.

(MORE)

ANNOUNCER: This moist, humidified air is actually sealed into every  
(CONT) air-tight package of Lucky Strike cigarettes. That's one  
of the reasons why Luckies hold their moisture -- why they're  
never dry or dusty -- why they're always easy on your throat.  
That's one of the reasons why Luckies give you such a mild,  
fragrant, pleasant-tasting smoke.

("IN A LITTLE GYPSY TEA ROOM". . . . .ORCHESTRA)

SINGISER: This melody ranks Fourth in the favor of the nation this  
week; "It Was In A Little Gypsy Tea Room".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("AND THEN SOME". . . . .KAY AND BOYS)

(FADES FOR ANNOUNCEMENT)

SINGISER: The second most popular song in the country tonight bears  
the title "And Then Some". A Hit Parade Highlight with Kay  
Thompson and The Rhythm Kings.

(MUSIC SWELLS AND FINISHES)

S-T-A-T-I-O-N B-R-E-A-K

(INSIDE SIGNATURE. . . ."THIS IS MY LUCKY DAY". . .)

SINGISER: The Lucky Strike Hit Parade, starring Fred Astaire, presented for your pleasure by the manufacturers of Lucky Strike cigarettes.

The Hit Parade is America's all-request program, because all of you have told us what tunes you want to hear. You've told us by your purchases of sheet music and records, by the numbers you ask for at places you dance, by the tunes you like to hear over the air -- and we're glad to comply with your requests.

A little later in the program, Fred Astaire will again be before the microphone, to bring you more new music from his new picture. In the meantime, here is news to interest all of you: Breaking the long record of "Chasing Shadows" as the country's favorite song, "Paris In The Spring" jumps into first place, to become the Hit of This Week, the most popular number in the United States tonight. Our Lucky Strike tenor soloist, Charles Carlile, sings first, and later Miss Gogo De Lys will reprise the lyric in French.

("PARIS IN THE SPRING" . . . . .CARLILE)

SEGUE TO

("THE CARICCA" . . . . .GIRLS)

(FADES FOR ANNOUNCEMENT)

SINGISER: It's our custom in presenting the Hit of the Week to look into the musical past to learn what songs were popular in previous years. Tonight, however, in compliment to Fred Astaire, Lennie Hayton recalls a hit or two from among the many songs which Mr. Astaire has introduced, and which are invariably associated with his name.

(MORE)

8.

SINGISER: Of course you will recall with pleasure - "The Carioca".

(CONT)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("LADY BE GOOD" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: And from Fred's pre-motion picture days -- when he was just coming to stardom on Broadway, here is "Lady Be Good", one of his hits from the musical show of that name.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("PARIS IN THE SPRING" . . . . . DE LYS, CARLILE, AND ENSEMBLE)

ANNOUNCER: We have always wondered which features of the Lucky Strike factory impress the various members of a typical family most. The other day we had an opportunity to listen in on a conversation among a family group as they were leaving the factory. Dad was enthusiastic. He said:

DAD: I never would have believed it if I hadn't seen it -- They actually microscope Luckies for uniformity in size, in shape, even in weight. No wonder each Lucky is just as good as the last one.

ANNOUNCER: Mother seemed to be more impressed by another Lucky feature. She said:

MOTHER: The most interesting sight I've ever seen. Why, the factory is as clean as our kitchen.

ANNOUNCER: Buddy, their 22 year old son made this remark:

BUDDY: It's the first air-conditioned factory I've ever been in. Did you notice how cool and clean the air was? And the conditioned air is actually sealed into each pack. That's why Luckies stay fresh!

ANNOUNCER: But we were most impressed with the remarks of Betty, the 19 year old daughter of this interesting family.

BETTY: Well, I don't know much about manufacturing but I do insist on mellowness and good taste. And if Luckies are made so carefully there's a real reason why they taste so much better and are always gentle to my throat. I'll stick to Luckies from now on.

ANNOUNCER: We invite you, also, to visit the Lucky Strike factories and see for yourself why Luckies are milder, why they taste better and why they are so easy on your throat.

("THE LADY IN RED" . . . . .HAUSER)

(FADES FOR ANNOUNCEMENT)

SINGISER: This is the Ninth song in national favor this week - "The Lady in Red." Our Lucky Strike star, Johnny Hauser will sing the lyric.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(CHASING SHADOWS. . . . .HAYTON & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: "Chasing Shadows" is Number Eight in our nationwide list of hits -- but Lucky Strike surveys show that in Birmingham and San Francisco it's the third most popular song. Lennie Hayton conducts from his piano.

(MUSIC SWELLS AND FINISHES)

SINGISER: Again we present Fred Astaire!

(ENTRANCE MUSIC:. . . ."TOP HAT". . .)

(APPLAUSE)

SINGISER: Fred, what's next on your program this evening?

ASTAIRE: I'd like to introduce another of Irving Berlin's tunes from "Top Hat" -- "The Piccolino". Ginger Rogers sings this number in the picture -- and, believe me, she gives a swell performance. We have a romantic Venetian setting with lots of gondolas, gondoliers, pavilions and fancy dress costumes and so forth. Now with the help of Kay Thompson, the Rhythm Kings and the Melody Girls, I'd like to bring you an impression of "The Piccolino".

("THE PICCOLINO" . . . . .FRED ASTAIRE, KAY AND ENSEMBLE)

(APPLAUSE)

SINGISER: Fred, didn't you forget to mention something about that number? To tell the truth, I was surprised when you didn't add a step or two to the singing. "The Piccolino's" another of your famous new dances, isn't it?

ASTAIRE: Well, it is a new dance -- but it would have to be seen. By that I mean it wouldn't be possible for me to do it on the air because it isn't a tap dance -- I mean -- Oh, you know what I mean --

(BEGIN MUSIC)

SINGISER: Certainly -- I understand, and now Fred, before you go, won't you give us an encore?

ASTAIRE: I'll be glad to.

SINGISER: And what will it be?

("CHEEK TO CHEEK" . . . . . REPRISÉ . . . . . FRED ASTAIRE)

ANNOUNCER: A Lucky Strike smoker recently asked us: "Why is it, when I'm under a strain, I can smoke a lot more Luckies than usual, yet the last one tastes just as good as the first?" To this man -- and to all men and women who want a mild cigarette - we say that it's the tobacco that counts, and there are no finer tobaccos than those used in Luckies. Expensive center leaves only. No bitter top leaves. No dry bottom leaves. Curing, aging, blending, rolling -- every Lucky Strike operation is done as well as science knows how. Some of our factory processes, such as toasting, ultra violet rays and packing in humidified air, are exclusive with Lucky Strike. Better taste, greater mildness, finer fragrance, a smoothness that never irritates -- these are the Lucky Strike "extras" that let you smoke as much as you like with unflagging enjoyment. For a new taste thrill -- try a Lucky.

("LOVE ME FOREVER" . . . . .ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: This is the seventh ranking melody in popularity this week.  
"Love Me Forever" from the picture of that name.

(MUSIC SWELLS AND FINISHES)

SINGISER: Here is Lucky's Musical Hall of Fame -- numbers that are so well liked throughout the country that they have remained in the hit class for several weeks. First, "You're All I Need", Number Five song of the week, sung by Miss Gogo De Lys.

("YOU'RE ALL I NEED" . . . . .DE LYS)

SEGUE TO

("IN THE MIDDLE OF A KISS" . . . . .CARLILE)

(FADES FOR ANNOUNCEMENT)

SINGISER: "In the Middle of a Kiss", sixth in national favor, and the Hit of This Week in the city of New Haven. Our Lucky Strike tenor soloist, Charles Carlile ---

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I COULDN'T BELIEVE MY EYES" . . . . .KAY, GIRLS, ENSEMBLE)

(FADES FOR ANNOUNCEMENT)

SINGISER: "I Couldn't Believe My Eyes", eleventh in favor throughout the country - Kay Thompson and the Melody Girls, with Lucky's own soloists, Lennie Hayton and the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(SIGNATURE. . . ."HAPPY DAYS ARE HERE AGAIN". . .)



SINGISER: Next week at this hour Fred Astaire will again be the star of the Lucky Strike Hit Parade. Join us here next Saturday for two more new songs from "Top Hat" - first time on the air - together with the fifteen ace-high hits of next week, presented for your pleasure by the manufacturers of Lucky Strike cigarettes.

In closing, may we remind you Luckies are milder -- Luckies taste better because they are made of fragrant, expensive center leaves only. It's the tobacco that counts, and there are no finer tobaccos than those used in Luckies.

Goodnight, and thank you.

THIS IS THE NATIONAL BROADCASTING COMPANY.

wjk  
8-9-35

THE LUCKY STRIKE HIT PARADE

WEAF

( 8:00 - 9:00 PM )

AUGUST 17th 1935

SATURDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

SINGISER: Lucky Strike presents the Hit Parade -- starring Fred Astaire, and featuring the fifteen hit songs of this week, played by Lennie Hayton, and his Lucky Strike Orchestra and sung by Lucky's own group of soloists. Again tonight it is our good fortune to have with us one of America's most popular performers, the famous singing and dancing star of Broadway and Hollywood, Fred Astaire. Mr. Astaire will make several appearances on tonight's Hit Parade, and will tell you himself about his part in the entertainment. And now, the Hit Parade begins its march as Lennie Hayton and the Lucky Strike Orchestra play the tune that ranks fifteenth in popularity throughout the United States this week: "DOUBLE TROUBLE" from the moving picture "Hooray For Love".

(DOUBLE TROUBLE ORCHESTRA)

SEGUE TO

(YOU'RE SO DARN CHARMING GOGO DE LYS)

(FADE FOR ANNOUNCEMENT)

SINGISER Here's the song that holds eleventh place in your favor: "You're So Darn Charming". Our Lucky Strike Star, Miss Gogo Delys will bring you the words.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(STARGAZING HAYTON AND ORCHESTRA)

ATX01 0013656

(FADES FOR ANNOUNCEMENT)

SINGISER "Stargazing" - is Number Thirteen tune throughout the country, but it's the Hit of This Week in the resort city of Virginia Beach. Lennie Hayton conducts from his piano.

(MUSIC SWELLS AND FINISHES)

SINGISER Ladies and gentlemen - Fred Astaire...

(APPLAUSE)

(ASTAIRE TAKES TAP BREAK)

ASTAIRE Good evening and thank you everybody. Although I announced last week that I would appear again this week to introduce two more of Irving Berlin's songs from our new RKO picture "TOP HAT" - I had a sort of feeling at that time that - a - after the bosses heard my first attempt at broadcasting they would come to me and say in a nice way "er-a-Fred - old boy -- everything was fine - splendid - but - a - we don't think we'll - need - you - any - more." However - much to my amazement - that didn't happen and here I am and I couldn't be more delighted. Maybe they forgot to tell me - so I'd better start my first number before they get a chance. It's called "Isn't This a Lovely Day". From the words I believe you will be able to visualize the scene.

(ISN'T IT A LOVELY DAY FRED ASTAIRE)

(APPLAUSE)

SINGISER It gives us a lot of pleasure to have Fred Astaire on our program, and we're sure he's giving you a lot of pleasure too. Fred is a star. He stands out from the crowd because he has what it takes to be really great.

ANNOUNCER You know that's just as true about cigarettes. For instance, since center leaf tobacco is the finest that can be had, it stands to reason that a cigarette made entirely from center leaves gives you a richer-flavored, better-tasting smoke. Lucky Strikes are made only from these fragrant, mild, center leaves. That's the reason why a Lucky is milder and mellower, why it gives you more real enjoyment. And Lucky Strike's exclusive process of manufacture is your throat protection against irritation - against cough.

(LULU'S BACK IN TOWN BOYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER Here's the number that's twelfth in the favor of the nation: "Lulu's Back In Town" - Listen for the Rhythm Kings.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(MAD ABOUT THE BOY KAY AND GIRLS)

(FADES FOR ANNOUNCEMENT)

SINGISER Fourteenth in national ranking is the song "Mad About the Boy" - an English importation from the gifted pen of Noel Coward. Presenting Kay Thompson and the Melody Girls.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

(YOU'RE ALL I NEED ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER That is "You're All I need" - Number Eight Melody throughout the country, and this week's most popular song in Chicago.

(MUSIC SWELLS AND FINISHES)

SINGISER Lucky's Musical Preview again presents a new song from the forthcoming RKO Radio picture "TOP HAT". The title of the number is "No Strings" - and of course the talented young man who introduces it in the picture will sing it for you himself The star of the Hit Parade, Fred Astaire.

(APPLAUSE)

ASTAIRE I hope you'll like this tune. It's a lively, carefree sort of thing and I usually feel a little dance coming on when I hear it. Let's hope I'll be able to stay on my spacious two foot platform here, because last week I had a terrific time keeping my feet out of the microphone. Let's see how this is going to work. (DOES A FEW TAPS) Seems all right - go ahead Lennie.

(NO STRINGS FRED ASTAIRE)

(APPLAUSE)

ATX01 0013660

ANNOUNCER: And now in fancy, let's skip over 3000 miles of Atlantic Ocean and down the blue Mediterranean to the hills of Turkey where two American tourists are enjoying the beauty of the countryside. A stranger approaches them.

BUYER: (OFF MIKE WITH SOUTHERN ACCENT) I beg pardon, but you folks look like you might be Americans.

MAN: Why, yes.. we are. And are you an American, too?

BUYER: I surely am, sir. Home's in Virginia. Been over here for years and years buy ing tobacco for Lucky Strike Cigarettes/

GIRL: Well, well! Do you mean that my Luckies contain tobacco that was actually grown here in Turkey?

BUYER: Yes, Ma'am! And it's the choicest, most expensive tobacco in the whole world.. See that mountain slope over yonder?

MAN & GIRL: (AD LIB) Over there where all those terraces are?

BUYER: That's it. Well, all those patches you see are planted with fine Turkish tobacco. Whole families tend those little fields... pick the tiny leaves one by one when they're ripe and hang them up to cure in the sun.

MAN: You must find such tobacco pretty expensive?

BUYER: Why, mister, those little tobacco leaves are handled almost like gold coins. They cost us millions of dollars every year.

GIRL: ~~But~~ why do you come 'way over hereto buy such expensive tobacco?

BUYER: Because, ma'am, there's nothing like rich, aromatic Turkish tobacco to give a cigarette flavor and fragrance. It's more Turkish that helps make your Lucky the cigarette that's better-tasting -- yet always so gentle to your throat.

("CHASING SHADOWS"..... KAY & BOY)

(FADES FOR ANNOUNCEMENT)

SINGISER: This melody ranks Tenth in the favor of the nation this week; "Chasing Shadows"; a Hit Parade Highlight with Kay Thompson and the Rhythm Kings.

(MUSIC SWELLS AND FINISHES)

STATION BREAK

(INSIDE SIGNATURE: "THIS IS MY LUCKY DAY")

SINGISER: The Lucky Strike Hit Parade, starring Fred Astaire, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes.

It's your Hit Parade, from beginning to end, because all of you, all over America, have picked the tunes yourselves. Each week Lucky checks the sales of sheet music and records, requests from dance floors, the melodies you like to hear over the air -- Then, on Saturday night, when all the returns are in, we bring you your Hit Parade.

A little later in the program Fred Astaire will again take his place before the microphone with more of his characteristic entertainment. In the meantime, here is musical news of interest to all:

The Hit of This Week, the favorite song of one hundred twenty million of you from Coast to Coast is the bright melody "And Then Some". Lennie Hayton presents an arrangement featuring our Lucky Strike star, Gogo de Lys, followed by Charles Carlile and the Melody Girls in "East of the Sun", your number two choice for the week's most popular song.

("AND THEN SOME".....DELYS)

SEGUE TO

("EAST OF THE SUN"..... CARLILE & GIRLS)



DOT: Got a match, dear?

BILL: Sure. Just a minute... er - er - gee, that's funny I thought I had some matches.

DOT: Oh, heavens, do you mean to say we're way out here on a country road with a pack of Luckies and no matches?

BILL: Looks like it.

DOT: All right, thoughtless. I've got to have a Lucky. Better just stop this car that's coming and borrow one.  
(SOUND OF MOTOR GETTING LOUDER) Hi! (SOUND OF CAR STOPPING).

MAN'S VOICE: (CALLING) What's the matter? In trouble?

BILL: Sort of. We're out of matches.

MAN: (LAUGHING) That's easily remedied. Here you are and keep 'em. I've got more.

BILL: Thanks a lot. By the way, have a Lucky?

MAN: Well, I never refuse my favorite brand, Thanks. (SCRATCH OF MATCH)

BILL: Sorry I had to stop you.

MAN: Don't mention it. I don't blame you at all. When you've got Luckies and a girl the only thing you need for a perfect evening is a match.

("I'M IN THE MOOD FOR LOVE? .....HAUSER)

(FADES FOR ANNOUNCER)

SINGISER: This is the sixth song in national favor this wee -- "I'm In the Mood for Love" from the picture "Every Night at Eight". Our Lucky Strike star, Johnny Hauser will sing the lyric.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("PARIS IN THE SPRING".....PIANO & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: "Paris In The Spring" is Number Four in our nationwide list of hits -- but Lucky Strike surveys show that in Los Angeles and New York City it's the third most popular song. Lennie Hayton conducts from his piano

(MUSIC SWELLS AND FINISHES)

SINGISER: Again we present Fred Astaire -

(APPLAUSE)

Fred, what else have you planned for us this evening?

ASTAIRE: In listening to this program during the past few weeks, I've noticed that you very often present the hit songs of a few years back. Tonight, I'd like to try a song that was very popular in 1931 -- a number that my sister Adele and I introduced in the Musical Revue "The Bandwagon". We were both crazy about this number written by Howard Dietz and Arthur Schwartz. Tonight I've asked Kay Thompson, Charles Carlile, the Melody Girls and the Rhythm Kings to help me, and we're going to try to recreate for you a little of the carnival atmosphere surrounding this song. Will you help me by imagining a picturesque little

(OVER)

ASTAIRE: (CONTINUES) merry-go-round -- a bunch of picnickers having a swell time on a Saturday night -- on the outskirts of a little Dutch town. Here we go with "I Love Louisa".

("I LOVE LOUISA",,,.....FRED ASTAIRE & ENSEMBLE)

(APPLAUSE)

SINGISER: Fred, earlier in the show tonight you completed the introduction of the new songs from "Top Hat". Wouldn't you like to tell us now which one of them is your favorite?

ASTAIRE: That's rather a difficult question -- let me see -- how many songs are there?

SINGISER: Why, five.

ASTAIRE: (COUNTING OUT TO HIMSELF) Five. One -- two -- three -- four -- five -- my mother told me to take this one.

(GOES RIGHT INTO NUMBER)

"ISN'T IT A LOVELY DAY".....(REPRISE).....FRED ASTAIRE

(APPLAUSE)

ANNOUNCER: Lucky Strike smokers everywhere are experiencing the thrill that comes from a fresh cigarette. One woman recently said, "I've been smoking various kinds of cigarettes for five years, but I never smoked Luckies until last week-end. I want to tell you what a grand cigarette you have, so mild and fresh. I only wish I had started smoking them sooner." You'll like Luckies, too, when you try them. They are always fresh because they're made in the only air conditioned cigarette factories.

ANNOUNCER: (CONTINUES) The very air they're made in is carefully regulated so that it always has just the right moisture, is always at just the right temperature for the making of a mild, refreshing smoke. And this conditioned air is sealed into the package with your Lucky Strikes to keep them in perfect condition. Try a pack of Luckies and see for yourself what real smoking pleasure is.

"IN THE MIDDLE OF A KISS".....ORCHESTRA

(FADES FOR ANNOUNCEMENT)

SINGISER: Fred Astaire will make another appearance later in this program. In the meantime, listen to the ninth ranking melody this week -- "In The Middle of a Kiss".

(MUSIC SWELLS AND FINISHES)

SINGISER: The most popular popular songs, those that have held top places in national esteem for several weeks, win the coveted honor positions in Lucky's Musical Hall of Fame. Our Lucky Strike star, Johnny Hauser sings "I Couldn't Believe My Eyes" fifth ranking favorite and the Hit of This Week in Nashville, Tennessee.

"I COULDN'T BELIEVE MY EYES".....HAUSER

(SEGUE TO)

"LOVE ME FOREVER".....DE LYS

(FADES FOR ANNOUNCEMENT)

SINGISER: "Love Me Forever" -- Number Seven song throughout the country, and second from the top of the list in Terre Haute, Indiana. The singer is Miss Gogo DeLys.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

"GYPSY TEA ROOM".....CARLILE & ENSEMBLE

(FADES FOR ANNOUNCEMENT)

SINGISER: After many weeks, national enthusiasm for "It Was In a Little Gypsy Tea Room" still runs high. It's the third most popular song in the United States this week -- Charles Carlile, with Lucky's own soloists, Lennie Hayton and the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SINGISER: And now, Fred Astaire has his own special way of saying (insert sentence)

(ASTAIRE TAPS)

CLOSING SIGNATURE: "HAPPY DAYS ARE HERE AGAIN"

SINGISER: Next week at this hour Fred Astaire will again be the star of the Lucky Strike Hit Parade. Join us here next Saturday for more of Mr. Astaire's inimitable entertainment together with the fifteen ace-high hits of next week, presented for your pleasure by the manufacturers of Lucky Strike cigarettes.

SINGISER: (CONTINUES) In closing, may we remind you Luckies are milder -- Luckies taste better because they are made of fragrant, expensive center leaves only. It's the tobacco that counts, and there are no finer tobaccos than those used in Luckies.

Goodnight, and thank you.

THIS IS THE NATIONAL BROADCASTING COMPANY.

HM  
MM  
GS

8/16/35

WEAF

THE LUCKY STRIKE HIT PARADE

( ) ( )  
8:00 - 9:00 P.M.

AUGUST 24, 1935

SATURDAY

(OPENING SIGNATURE. . . "HAPPY DAYS ARE HERE AGAIN")

SINGISER: Lucky Strike presents the Hit Parade -- starring Fred Astaire, and featuring the fifteen hit songs of this week, played by Lennie Hayton and his Lucky Strike Orchestra, and sung by Lucky's own group of soloists.

Once again the manufacturers of Lucky Strike Cigarettes have the honor to present one of America's favorite personalities, the famous stage and screen star, Fred Astaire. Mr. Astaire has several novelties in store for this evening, and will tell you about them himself later in this program. And now the Hit Parade hits its stride as Lennie Hayton and the Lucky Strike Orchestra play the tune that ranks twelfth in popularity throughout the United States this week: Its title is "That's What You Think".

("THAT'S WHAT YOU THINK" . . . . . ORCHESTRA)

SEGUE TO

("LET'S SWING IT" . . . . . BOYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: Here's the song that holds fifteenth place in your favor: "Let's Swing It" from Earl Carroll's "Sketchbook". Listen for the Rhythm Kings.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I'M IN THE MOOD FOR LOVE" . . . . . HAYTON AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: "I'm In The Mood For Love" from the picture "Tonight At Eight", is Number Eight Tune throughout the country, but our Lucky Strike surveys show it's the fifth most popular song in New York City. Lennie Hayton conducts from his piano.

(MUSIC SWELLS AND FINISHES)

SINGISER: Ladies and gentlemen, Fred Astaire --

(APPLAUSE)

ASTAIRE: Good evening and thank you -- thank you very much. I'm going to begin this evening by looking backward. It's been my good fortune in the past to have introduced for the first time, a number of songs that subsequently became very popular. Having received many requests to sing some of them on this program I thought perhaps it would be a good idea to start off tonight with two from "The Gay Divorcee" -- "Needle In a Haystack" and "Night and Day."

("NEEDLE IN A HAYSTACK" . . . . . FRED ASTAIRE)

SEGUE TO

("NIGHT AND DAY" . . . . . FRED ASTAIRE)



3.

ANNOUNCER; After all is said and done about a cigarette, we believe that you of the radio audience realize as well as we do that you can't smoke claims. There is only one way to judge a cigarette - that is to smoke it.

Just open a pack of Luckies. Draw one out. Notice how firm, how round, how fully packed it is. That means an even, smooth smoke for you. It means no loose ends to annoy you.

Now light a Lucky. Inhale. Notice how gentle the smoke is to your throat. Yet it has character. You can actually taste its fine, mild tobaccos. That mellow, fragrant smoke didn't just happen. It takes the most expensive tobaccos and the most skillful manufacture to make that Lucky Strike taste so good, and Luckies exclusive manufacturing process is your throat protection against irritation - against coughs.

Now, just before you finish your Lucky, take one more deep puff. You'll find it just as fragrant, just as cool, just as delightful as the first. You'll always find Luckies that way .... good from beginning to end.

ATX01 0013671

("NEVER SAY NEVER AGAIN AGAIN" . . . . . KAY AND GIRLS)

(FADES FOR ANNOUNCEMENT)

SINGISER: Here's the number that's ninth in the favor of the nation:  
"I'll Never Say Never Again Again". Presenting Kay  
Thompson and the Melody Girls.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THE ROSE IN HER HAIR" . . . . . CARLILE)

(FADES FOR ANNOUNCEMENT)

SINGISER: "The Rose In Her Hair" from the motion picture "Broadway  
Gondolier" is the tenth song in national ranking, but it's  
the Hit of This Week in New Haven, Connecticut. Our  
Lucky Strike star, Charles Carlile will bring you the  
words.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("SWEET AND SLOW" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: This is "Sweet and Slow" -- Number Eleven Melody throughout  
the country.

(MUSIC SWELLS AND FINISHES)

SINGISER: Again we present the star of the Hit Parade, Fred Astaire.

(APPLAUSE)

ASTAIRE: Ladies and gentlemen. I have a surprise for you. A very  
great friend of mine, and also, through his music, a great  
friend of yours, is going to say a few words to us from  
Hollywood. He has written the score of our latest picture  
"Top Hat" and is at present busy on the next one. He needs  
no introduction and all I can say is that it certainly is  
most inspiring to be associated with such a wonderful  
person as Irving Berlin.

(SWITCHING CUE TO HOLLYWOOD)

BERLIN: Good evening, everybody. I'm glad to have this opportunity of publicly thanking Fred Astaire for the charming and effective way he has introduced my latest songs -- both on the screen and over the air. "Top Hat" is my first musical picture. It's the first time in a life devoted to composing, that I've had the thrill of seeing and hearing my own songs on the screen - and knowing that all my friends, all over the country, would soon be doing the same thing. I don't see how any composer could ask for better presentation than Fred Astaire, Ginger Rogers and Max Steiner and the RKO Orchestra give my five new numbers in "Top Hat", and I'm grateful to all of them.

Now, I'd like to bring you a bit of news. You all know that Fred Astaire is a topnotch musical comedy performer and America's foremost dancer. But only Fred's close associates realize that he also plays the piano. So I'd like to take an old friend's privilege, and ask Fred Astaire to play for us. Will you do that, Fred, for me and the rest of your audience? Thank you.

(SWITCH TO NEW YORK)

ASTAIRE: Gosh -- I wonder if he really means that? Well, I'm indeed flattered that Irving Berlin should care to listen to me play, and it looks as if I'm going to have to go through with it -- Take me to one of those pianos please -- and, Lennie, old boy, don't leave me for a minute.

(ORCHESTRA BEGINS INTRODUCTION)

SINGISER: (OVER INTRODUCTION) At the special request of Irving Berlin, Fred Astaire, at one piano, with Lennie Hayton at the other, play "Cheek to Cheek" from Mr. Berlin's score for the new picture "Top Hat."

("CHEEK TO CHEEK" . . . PIANOS . . . ASTAIRE, HAYTON AND ORCHESTRA)  
SEGUE TO

("TOP HAT" . . . . . PIANOS . . . ASTAIRE, HAYTON AND ORCHESTRA)  
(FADES FOR ANNOUNCEMENT)

SINGISER: Fred Astaire and Lennie Hayton at two pianos play "Top Hat" - and in just a moment Fred will bring you the words.

("TOP HAT" . . . . . FRED ASTAIRE)

ANNOUNCER: When you've been smoking all day long, ordinary cigarettes lose their flavor. You're sensitive. You notice any lack of mildness. The least sting or bite annoys you. It's then that you appreciate a Lucky. It's at such times that freshness and air-conditioning make the most difference in your smoking pleasure. And Luckies -- because they're made and packed in rooms that are carefully air-conditioned - actually seal in that freshness you want. Luckies are always fresh, fragrant, gratifying ... whether you smoke one or two or a whole pack. Try them and see for yourself.

("PAGE MISS GLORY" . . . . . KAY AND BOYS)  
(FADES FOR ANNOUNCEMENT)

SINGISER: This song ranks thirteenth in the favor of the nation this week: "Page Miss Glory" from the picture of the same name. A Hit Parade Highlight, with Kay Thompson and the Rhythm Kings.

(MUSIC SWELLS AND FINISHES) S-T-A-T-I-O-N B-R-E-A-K

(INSIDE SIGNATURE: . . . "THIS IS MY LUCKY DAY" . . .)

SINGISER: The Lucky Strike Hit Parade, starring Fred Astaire, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes.

"You pick 'em, we play 'em" -- that phrase describes the tunes you hear on the Hit Parade. They're the choice of one hundred and twenty million Americans, as evidenced by your purchase of sheet music and records, the tunes you like to hear over the air, the melodies you ask for when you're out dancing.

And, in addition, this program presents the famous Hollywood and Broadway star, Fred Astaire, who will be back before our microphone very shortly. In the meantime, Lennie Hayton offers a medley of the three most popular songs in the United States tonight. Here they are, all together: Lucky's Coast-to-Coast favorites! First, the Hit of Hits -- your Number One Number for this week -- "East Of The Sun", sung by the Melody Girls,

("EAST OF THE SUN" . . . . . GIRLS)

SEGUE TO

("AND THEN SOME" . . . . . HAUSER)

(FADES FOR ANNOUNCEMENT)

SINGISER: The nation's Number Two Melody, "And Then Some". Our Lucky Strike star, Johnny Hauser - -

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("IN A LITTLE GYPSY TEA ROOM" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGER: "In A Little Gypsy Tea Room", your third most popular song this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("EAST OF THE SUN" . . . . . KAY AND GIRLS)

ANNOUNCER: The question has often been put to us: "Do both men and women look for the same thing in a cigarette?" We asked typical men and women. Here are the answers:

WOMAN: I want a mild, gentle smoke. That is why I always smoke Luckies. Then again, Luckies are so round, so firm, so fully packed, that there are no loose ends to spoil my full enjoyment. Bits of tobacco don't come out on my lips. And my purse stays clean, too. I just hate loose tobacco in my bag.

ANNOUNCER: Listen to what a typical man said:

MAN: Give me a fresh, smooth cigarette -- an air-conditioned Lucky for real smoking pleasure. They tell me that Luckies are made in factories scientifically regulated as to temperature and humidity. The conditioned air is sealed into each pack to keep Luckies fresh always.

ANNOUNCER: Yes, there's nothing quite like a fresh, fragrant Lucky. It is always mild, it always tastes better -- and it's always easy on your throat. Just try a pack -- and see.

("YOU'RE ALL I NEED" . . . . . CARLILE)

(FADES FOR ANNOUNCEMENT)

SINGISER: This is the fifth melody in national favor, "You're All I Need" from the motion picture "Escapade". Our Lucky Strike tenor soloist, Charles Carlile will bring you the words.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I COULDN'T BELIEVE MY EYES".....PIANO AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: "I Couldn't Believe My Eyes" is Number Seven in our nationwide list of hits -- but in Dayton, Ohio, it's the second most popular song in town. Lennie Hayton conducts from his piano.

(MUSIC SWELLS AND FINISHES)

SINGISER: And here is -- Fred Astaire!

(APPLAUSE)

SINGISER: Fred, we're all looking forward to your next number -- What will it be?

ASTAIRE: Well, I thought "Flying Down to Rio?"

SINGISER: Oh, I remember you sang that in the picture, didn't you?

ASTAIRE: Yes -- and it's been sung on the air a great many times since -- but I think we have a new idea on it tonight. So please try to imagine yourself twelve thousand feet in the air, travelling about one hundred and sixty miles an hour, with Kay Thompson, the Melody Girls, the Rhythm Kings and myself as we go "Flying Down to Rio".

("FLYING DOWN TO RIO".....FRED ASTAIRE AND ENSEMBLE)

(APPLAUSE)

SINGISER: Fred, your custom of giving an encore at this point in the program is a feature a great many people have told us they like particularly.

ASTAIRE: Oh, thank you very much. Tonight, for a short reprise of my "Top Hat" number, I'd like to try a little different treatment -- This is special for Irving Berlin who likes this tempo. In other words, we're going to "swing it" -- and you know what that means --

("TOP HAT" . . . . . REPRIS E IN SWING TEMPO . . . . . FRED ASTAIRE)  
(APPLAUSE)

ANNOUNCER: To get right down to cases, the only thing we want from a cigarette is a swell smoke and we pick the cigarette that gives us that kind of smoke... a smoke that's rich and full of good, honest tobacco flavor; a smoke that's fragrant and mellow; a smoke that doesn't leave any irritating scratch or tickle. We're proud of the fact that Luckies give you that kind of smoke. Each Lucky is uniformly good...as appetizing and mild and aromatic as the last, each is an invitation to another. It's the tobacco that counts in making a good cigarette and there are no finer tobaccos than those used in Luckies. We ask you to try them, for honest smoking pleasure.

("PARIS IN THE SPRING" . . . . . ORCHESTRA)  
(FADES FOR ANNOUNCEMENT)

SINGISER: Fred Astaire will appear again later in this program. In the meantime, listen to the fourth ranking melody this week -- "Paris In The Spring".

(MUSIC SWELLS AND FINISHES)



SINGISER: Lucky's Musical Hall of Fame is dedicated to the tunes that are "tops" -- those melodies which are so well-liked that you've kept them in the hit classification for several weeks. First, our Lucky Strike star, Johnny Hauser sings "Lulu's Back In Town", fourteenth song nationally, and the Hit of This Week In Atlantic City.

("LULU'S BACK IN TOWN" . . . . . HAUSER)

SEGUE TO

("LOVE ME FOREVER" . . . . . KAY THOMPSON)

(FADES FOR ANNOUNCEMENT)

SINGISER: "Love Me Forever" -- Number Six song throughout the country, and second from the top of the list in Pittsburgh. Our Lucky Strike star, Kay Thompson singing --

(MUSIC SWELLS AND FINISHES)

(SEGUE TO

("EAST OF THE SUN" . . . . . CARLILE AND GIRLS)

(FADES FOR ANNOUNCEMENT)

SINGISER: And now for a brief reprise, your song of songs, the Hit of This Week - Lucky's own soloists, Lennie Hayton and the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SINGISER: Fred Astaire has his own way of saying "Goodbye until next week". As only Fred can, he expresses it with those famous dancing feet --

(ASTAIRE DOES TAP ROUTINE)

(CLOSING SIGNATURE . . . . "HAPPY DAYS ARE HERE AGAIN" . . .)

SINGISER: Next week at this hour Fred Astaire will again be starred in the Lucky Strike Hit Parade. Join us here next Saturday for more of Mr. Astaire's inimitable entertainment, together with the fifteen ace-high hits of next week, presented for your pleasure by the manufacturers of Lucky Strike cigarettes.

In closing, may we remind you Luckies are milder -- Luckies taste better, because they are made of fragrant expensive center leaves only. It's the tobacco that counts, and there are no finer tobaccos than those used in Luckies.

Thank you.

THIS IS THE NATIONAL BROADCASTING COMPANY.

wjk  
8-23-35.

ATX01 0013680

WEAF

THE LUCKY STRIKE HIT PARADE

( ) ( )  
8:00 - 9:00 P.M.

AUGUST 31, 1935

SATURDAY

(OPENING SIGNATURE: .. "HAPPY DAYS ARE HERE AGAIN"...)

SINGISER: Lucky Strike presents the Hit Parade -- starring Fred Astaire and featuring the fifteen hit songs of this week, played by Lennie Hayton and his Lucky Strike Orchestra and sung by Lucky's own group of soloists.

This evening, the manufacturers of Lucky Strike cigarettes again have the honor to present the famous and engaging star of stage, screen and radio: Fred Astaire. As is his custom, Mr Astaire will tell you about his portion of the entertainment later in tonight's Hit Parade. Now Luckies step out with the tune that ranks fifteenth in popularity this week as Lennie Hayton and the Orchestra play "Truckin'" from "The Cotton Club Parade."

("TRUCKIN'".....ORCHESTRA)

SEGUE TO

("LOAFIN' TIME".....JOHNNY HAUSER)

(FADES FOR ANNOUNCEMENT)

SINGISER: Here's the song that holds thirteenth place in the favor of everybody, everywhere. Our Lucky Strike star, Johnny Hauser will bring you the words of "Loafin' Time".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("AND THEN SOME".....HAYTON AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: "And Then Some" is Number Six Tune throughout the country, but our Lucky Strike surveys show it's the third most popular song in New York City and San Francisco. Lennie Hayton conducts from his piano.

(MUSIC SWELLS AND FINISHES)

SINGISER: Ladies and gentlemen, Fred Astaire.

(APPLAUSE)

ASTAIRE: Good evening and thank you, thank you very much, Tonight, if you don't mind, I'd like to reminisce a little bit. When I was about 16 or 17 years old my sister Adele and I were in vaudeville -- we were playing various small-time and big-time theatres, sort of trying to gain a little recognition for ourselves with our act of songs and dances. We opened the show oftener than any trained dog act in the world -- in case you don't know it, in those days to open the show was the worst and most disregarded place on the bill -- nevertheless it seemed we were always assigned that spot. Oh, those good old vaudeville days. I remember we used to be so upset when we walked into the theatre on Monday morning for rehearsal to find ourselves scheduled to open the show and the trained rats and cats act second -- However, what I'm getting at is this: One day I went into a music publishing company office to get some songs for our act. The young man working there, who demonstrated the songs, was an unusually fine pianist. He told me that he had seen our act and he liked our work, etc., and that he hoped to get out of that office soon, because he wanted to write musical shows.

(MORE)

ASTAIRE:  
(CONT)

I was very much interested and confessed to him that it was our ambition to get into a musical show and he said, "Wouldn't it be wonderful if I could write the music for a show that you and your sister were in?" I agreed that it certainly would -- "oh -- if that could only happen".

Three years later, that same fellow, George Gershwin, wrote the music for Lady Be Good for us and followed it up with "Funny Face" and, as you know, many, many other great successes. Tonight I'm going to try to sing several of the numbers from those shows that my sister Adele and I did. It gives me great pleasure, because we had a swell time with George, and his music is so wonderful it never dies. I'll start with "Funny Face."

("FUNNY FACE".....FRED ASTAIRE)

SEGUE TO

("MY ONE AND ONLY".....FRED ASTAIRE)

SEGUE TO

("S'WONDERFUL".....FRED ASTAIRE)

ASTAIRE: And now two songs from "Lady Be Good."

("FASCINATING RHYTHM".....FRED ASTAIRE)

SEGUE TO

("LADY BE GOOD".....FRED ASTAIRE)

(APPLAUSE)

ANNOUNCER: When you smoke a Lucky Strike, you get more for your money -- more, we believe, that you can get from other cigarettes. First, take the Lucky taste. It comes from a wider blending of more expensive tobaccos -- and only choice center leaves. Luckies use more Turkish tobacco, not as mere flavoring, but as a generous part of the Lucky Strike blend... The Lucky Strike factories are unique in the air conditioning they provide to assure you fresh cigarettes always. Best of all, Luckies are made by an exclusive process that is your protection against irritation... against cough. Yes, it costs more to make a Lucky, but a Lucky gives you a better smoke for your money.

("LOVE ME FOREVER" . . . . . ORCHESTRA)  
 (FADES FOR ANNOUNCEMENT)

SINGISER: Here's the number that's seventh in the favor of the nation: "Love Me Forever" from the picture of that name.

(MUSIC SWELLS AND FINISHES)  
 SEGUE TO

("I'M IN THE MOOD FOR LOVE" . . . . . KAY AND GIRLS)  
 (FADES FOR ANNOUNCEMENT)

SINGISER: This is "I'm In The Mood For Love" from the picture, "Tonight At Eight", the fourth most popular number in the country this week. Presenting a novel interpretation of this song by Kay Thompson and the Melody Girls.

(MUSIC SWELLS AND FINISHES)  
 SEGUE TO

("THAT'S WHAT YOU THINK" . . . . . BOYS AND ORCHESTRA)  
 (FADES FOR ANNOUNCEMENT)

SINGISER: The song entitled "That's What You Think" is the Eleventh Tune in national ranking, but it's the Hit of This Week in Richmond, Virginia. Listen for the Rhythm Kings.

(MUSIC SWELLS AND FINISHES)

SINGISER: Just four weeks ago tonight Lucky's Musical Preview featured our brilliant Hit Parade star, Fred Astaire, singing for the first time on the air a new song composed by Irving Berlin for the picture, "Top Hat". Following Mr. Astaire's introduction, it caught on with orchestras and singers everywhere, and tonight, in four short weeks, this new melody is the tenth ranking tune throughout the nation.

Lucky is proud of having introduced a number that has won such instantaneous approval. I hardly think we need tell you that the title of the song is "Cheek to Cheek". Listen to the Lucky Strike Orchestra and in just a moment Fred Astaire himself will bring you the words.

("CHEEK TO CHEEK".....FRED ASTAIRE)

(APPLAUSE)

ASTAIRE: Thank you -- thank you. And now I'd like to try "No Strings" which is also from our picture "Top Hat".

("NO STRINGS".....FRED ASTAIRE)

(APPLAUSE)

ANNOUNCER: The other day we overheard a young man ask a girl why she smoked Luckies. She said: "Oh, I don't know. I seem to get more fun out of them." We thought that a pretty good answer. Because, after all, people do smoke for pleasure. And when a cigarette is milder and more pleasing to the taste, it naturally gives more smoking enjoyment.

(MORE)

ANNOUNCER: Then, too, perhaps the reason this girl and millions of  
(CONT) other smokers get greater pleasure from Luckies is because  
of Lucky's exclusive process -- your throat protection  
against irritation -- against cough. Try a Lucky. You'll  
get greater pleasure out of it, too.

("DOUBLE TROUBLE".....KAY AND BOYS)

(FADES FOR ANNOUNCEMENT)

SINGISER: This tune ranks fourteenth in the favor of the nation this  
week: "Double Trouble" -- a Hit Parade Highlight with Kay  
Thompson and the Rhythm Kings.

(MUSIC SWELLS AND FINISHES)

S-T-A-T-I-O-N B-R-E-A-K

(INSIDE SIGNATURE. . . "THIS IS MY LUCKY DAY". . .)

SINGISER: The Lucky Strike Hit Parade, starring Fred Astaire,  
presented for your pleasure by the manufacturers of Lucky  
Strike Cigarettes. With this program, Fred Astaire  
concludes his first series of radio appearances. However,  
we are very pleased to announce that Mr. Astaire will  
~~return~~ to the Hit Parade in the very near future,  
broadcasting from Hollywood. Of course there is more of  
the inimitable Astaire brand of entertainment in store for  
you this evening, and Fred will be back before the  
microphone very shortly.

(MORE)



SINGISER: Now, it is our pleasure to bring you a Lennie Hayton  
(CONT) arrangement of the two most popular songs in the United States tonight: First, the Hit of This Week, the melody that all of you, all over the country have selected as your Number One Number from Coast to Coast: "You're All I Need." Our Lucky Strike tenor soloist, Charles Carlile brings you the words.

("YOU'RE ALL I NEED" . . . . . CARLILE)

SEGUE TO

("GYPSY TEA ROOM" . . . . . SPECIAL INSTRUMENTAL GROUP)

(FADES FOR ANNOUNCEMENT)

SINGISER: And here is the nation's Number Two Melody, "In A Little Gypsy Tea Room". An interesting Hungarian Gypsy treatment of this popular song, featuring our Lucky Strike violin soloist, Lou Raderman.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("YOU'RE ALL I NEED" . . . . . CARLILE AND GIRLS)

ANNOUNCER: During the past week we asked smokers in various parts of the country what it is that they like about Luckies. The answers interested us because of the uniformity of opinion. In New York, at Broadway and 42nd Street, we heard the following:

(BUSINESS OF STREET NOISE)

MAN: I like Luckies' mildness. Nerves get raw quickly in the New York hustle and bustle and Luckies help me relax easily. They never irritate.

ANNOUNCER: On Main Street in the little town of Branford, Connecticut..

MAN: Of course I smoke Luckies. They taste better. Any of my friends can tell you that, too. They're always fresh, always mild and easy on my throat. Yes, sir -- we certainly like Luckies up here.

ANNOUNCER: In Chicago, right in the heart of the Loop:  
(BUSINESS OF TRAIN AND STREET NOISES)

WOMAN: They're gentle -- They don't make my voice husky -- that's why I smoke Luckies. No matter how many I smoke a day, and sometimes it's well over a pack, Luckies are always smooth and easy.

ANNOUNCER: All over the country the answer is the same. Luckies taste better. Luckies are easy on the throat.

("I COULDN'T BELIEVE MY EYES".....KAY THOMPSON)  
(FADES FOR ANNOUNCEMENT)

SINGISER: This is the eighth melody in national favor, "I Couldn't Believe My Eyes." Our Lucky Strike star, Kay Thompson brings you the words.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("EAST OF THE SUN".....HAYTON AND ORCHESTRA)  
(FADES FOR ANNOUNCEMENT)

SINGISER: "East of the Sun" is the third most popular song throughout the country but it's the Hit of This Week in Chicago, Des Moines, and Butte, Montana. Lennie Hayton conducts from his piano.

(MUSIC SWELLS AND FINISHES)

SINGISER: Again we present Fred Astaire!  
(APPLAUSE)

ASTAIRE: I've had many requests to do numbers that I've introduced in the past but so far no one has ever asked me to tackle a song that I've had nothing to do with. So I've taken the liberty to request one myself -- Piccolo Pete. This has always been a terrific favorite of mine so this evening Kay Thompson, the Melody Girls and Rhythm Kings are going to offer a special version -- and the sponsors of this program are being broad-minded enough to let me participate with my elaborate musical instrument which I just bought this morning for 10 cents -- so please be lenient with me -- I really don't mean any harm. Are you ready Lennie? All right -- here goes!

("PICCOLO PETE".....FRED ASTAIRE)  
(APPLAUSE)

ANNOUNCER: The other day a rather heavy smoker, a man who has smoked a couple of packs a day for over twenty years, told me he had just gone back to Luckies about three months ago. His reason is of interest to every smoker in America. He said:

MAN: I guess I've tried and smoked about every brand of cigarettes on the market. I went from one to another without finding the cigarette that really suited my taste until I tried Luckies again. Let me tell you -- I never realized how much milder and better-tasting Luckies really are until I smoked the others. The soft, white smoke is so soothing and gentle. It never irritates. My mouth never is dry and bitter any more. Now -- I smoke as many as I want to without ever feeling it. Take a tip from an old smoker and try Luckies.

("ROSE IN HER HAIR".....ORCHESTRA)  
(FADES FOR ANNOUNCEMENT)

SINGISER: Fred Astaire will return for an encore selection later in this program. In the meantime, listen to the Ninth ranking melody this week; "The Rose In Her Hair".

(MUSIC SWELLS AND FINISHES)

SINGISER: Lucky's Musical Hall of Fame is the meeting place of the aristocrats of melody -- the most popular popular songs -- numbers that stand so high in the favor of all of you that you've kept them in the hit class for several weeks. First, our Lucky Strike star Johnny Hauser sings "Page Miss Glory", Twelfth song nationally, and among the first five in the city of Boston.

("PAGE MISS GLORY" . . . . . HAUSER)

SEGUE TO

("PARIS IN THE SPRING" . . . . . CARLILE AND GIRLS)

(FADES FOR ANNOUNCEMENT)

SINGISER: "Paris In the Spring" -- Number Five Song throughout the country and the Hit of This Week in San Diego, California. Charles Carlile, with the Melody Girls ---

(MUSIC SWELLS AND FINISHES)

SINGISER: For his encore selection tonight, Fred Astaire reprises a portion of "Cheek to Cheek", his hit song from "Top Hat".

("CHEEK TO CHEEK" . . . . . REPRISE . . . . . FRED ASTAIRE)

(APPLAUSE)

ASTAIRE: Ladies and gentlemen, I'd like to thank you all for listening to my first series of radio programs. And I'd also like to take this opportunity to thank the Lucky Strike people, and everyone associated with this hour for the wonderful treatment they've accorded me. Really, I've enjoyed it tremendously.

(MORE)

ASTAIRE:  
(CONT)

So much so, that -- that, well, I don't want to give it up. I have to start back to the Coast tomorrow to begin work on a new picture, but I guess broadcasting is a disease, really -- and so I want to tell you that I'll be back on this program again two weeks from tonight. And I hope very sincerely that I'll be welcome. Goodnight, and thank you.

(CLOSING SIGNATURE. . . "HAPPY DAYS ARE HERE AGAIN". . .)

SINGISER: As Fred Astaire told you, tonight concludes his present series of broadcasts, but he will return to this program after an absence of two weeks, on Saturday, September the twenty-first. Next week at this hour \_\_\_\_\_ will be starred in the Lucky Strike Hit Parade. Join us here next Saturday for thrilling new music, together with the fifteen ace-hits of next week, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes.

In closing may we make a suggestion to those of you who do not smoke Luckies? Just try a pack and see for yourself how good Luckies are. We think you'll like them. We believe that a trial will mean a new friend for Luckies . . . .and greater smoking pleasure for you.

Thank you.

THIS IS THE NATIONAL BROADCASTING COMPANY.

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8-30-35

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WEAF

THE LUCKY STRIKE HIT PARADE

( )  
8:00 - 9:00 P.M.

SEPTEMBER 7, 1935

SATURDAY

(OPENING SIGNATURE....."HAPPY DAYS ARE HERE AGAIN".....)

SINGISER: Lucky Strike presents the Hit Parade -- starring Everett Marshall, and featuring the fifteen most popular songs of this week, played by Lennie Hayton and his Lucky Strike Orchestra, and sung by Lucky's own group of soloists.

Tonight it is our great pleasure to welcome to this program the famous American baritone, Everett Marshall, who is making his first radio appearance since returning from Hollywood. In the course of tonight's Hit Parade, you will hear Mr. Marshall's glorious voice both in brand new songs from his recently completed musical picture and in melodies that you have told us are your favorites for this week. Now, let's listen to Lennie Hayton and the Lucky Strike Orchestra playing the tune that ranks twelfth in popularity: "Top Hat" from the picture of the same name.

("TOP HAT" . . . . . ORCHESTRA)

SEGUE TO

("I WISHED ON THE MOON" . . . . . KAY THOMPSON)

(FADES FOR ANNOUNCEMENT)

SINGISER: Here's the song that holds thirteenth place in your favor, "I Wished On The Moon" from "The Big Broadcast" of 1936. Our Lucky Strike star, Kay Thompson brings you the words.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("RHYTHM AND ROMANCE".....HAYTON AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: "Rhythm and Romance" is Number Eleven tune throughout the country, but our Lucky Strike surveys show it is the fourth most popular song in Omaha this week. Lennie Hayton conducts from his piano.

(MUSIC SWELLS AND FINISHES)

SINGISER: Tonight Lucky's Musical Preview has the privilege of bringing you, for the first time on the air, two of the hit songs from the forthcoming Warner Brothers musical, "I Live For Love". In this, his first talking picture, Everett Marshall is starred with Dolores Del Rio, and experts predict that the handsome young singer who went from artistic success at the Metropolitan Opera to popular acclaim on Broadway and on the air, will add a new and sensational chapter to his career as a star of the musical screen.

Two outstanding songs from the score of "I Live For Love" are "Mine Alone" and "Silver Wings", and here is the star of the picture -- tossing them for you, in person.

Presenting Everett ~~Marshall~~.

(APPLAUSE)

("MINE ALONE".....EVERETT MARSHALL)

( (APPLAUSE)

MARSHALL: Thank you very much, ladies and gentlemen. Now, I'd like to introduce another number from our picture "I Live For Love". It is called "Silver Wings".

("SILVER WINGS".....EVERETT MARSHALL)

(APPLAUSE)



ANNOUNCER: When you make a purchase at a store -- whether food, clothing or cigarettes -- you want to get the most for your money. Luckies, you'll find, will give you that extra cigarette value. For example, Luckies use extra-expensive center leaf tobaccos, including the most expensive of all tobaccos, rich, aromatic Turkish. The Lucky blend contains more variations of tobacco flavor -- actually over 2000 in all. Luckies are the only cigarettes made with the exclusive Lucky Strike process for extra good taste and mildness -- the only cigarettes made in completely air-conditioned "humidor factories" where exactly the right degree of moisture is sealed in with the cigarettes to keep them extra-fresh. All these exclusive extras make a finer cigarette. Next time, ask for Luckies, the cigarettes that give you more for your money.

("PAGE MISS GLORY" . . . . . BOYS AND ORCHESTRA)  
(FADES FOR ANNOUNCEMENT)

SINGISER: Here's the number that's eighth in the favor of the nation and the Hit of This Week in the City of Chicago: "Page Miss Glory". Listen for the Rhythm Kings.

(MUSIC SWELLS AND FINISHES)

SINGISER: Several years ago a charming dark-haired girl came up to New York from Asbury Park, New Jersey. She was a self-taught pianist and singer, and, of course, she dreamed of future stardom. Her first job on the radio was as a performer with the original Roxy's Gang, and more recently she won recognition as a member of a two piano team, but fame did not reach out and touch Vee Lawnhurst until she composed a hit song.

(MORE)

SINGISER: Miss Lawnhurst's number "And Then Some" has been among the  
(CONT) outstanding hits for several weeks -- tonight it's Number Six in Lucky's Big Fifteen, while another, newer song of hers "Accent On Youth" -- featured in the picture of that name -- has skyrocketed into Fifth place. We are happy to present the girl who succeeded in show business in the way she least expected -- Miss Vee Lawnhurst. She brings you her own version of her two song hits "Accent On Youth" and "And Then Some".

("ACCENT\_ON\_YOUTH". . . . .VEE\_LAWNHURST\_AND\_GIRLS)  
SEGUE TO

("AND\_THEN\_SOME". . . . .VEE\_LAWNHURST)  
SEGUE TO

("ACCENT\_ON\_YOUTH". . . . .VEE\_LAWNHURST\_AND\_GIRLS)

ANNOUNCER: How often, as you listen to the radio, you reach for a cigarette. If you've been smoking the whole day long, that cigarette has to be better than good or it will irritate. There's no harder test. And that's the test we ask you to make on Luckies. Smoke them the live-long day. Luckies are made of selected center leaf tobacco carefully blended for mildness and made by the exclusive Lucky Strike process -- to protect your throat from irritation or cough. Tomorrow, try Luckies all day long and let their mildness tell you what no words of mine can.

("FROM\_THE\_TOP\_OF\_YOUR\_HEAD". . . . .JOHNNY\_HAUSER)  
(FADES FOR ANNOUNCEMENT)

SINGISER: This melody ranks fifteenth in the favor of the nation this week; "From The Top of Your Head To the Tip of Your Toes." Our Lucky Strike star, Johnny Hauser will bring you the lyric.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I COULDN'T BELIEVE MY EYES". . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: "I Couldn't Believe My Eyes" is Number Fourteen song in our nationwide list of hits, but in Minneapolis it's the most popular song in town.

(MUSIC SWELLS AND FINISHES)

\*\*\* S-T-A-T-I-O-N      B-R-E-A-K \*\*\*

(INSIDE SIGNATURE: . . ."THIS IS MY LUCKY DAY". . .)

SINGISER: The Lucky Strike Hit Parade - starring Everett Marshall, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes.

The Hit Parade is America's all-request program, because all of you have told us what tunes you want to hear. You've told us by your purchases of sheet music and records, by the numbers you ask for at places you dance, by the tunes you like to hear over the air -- and we're glad to comply with your requests.

(MORE)

SINGISER: Tonight, national opinion has not settled unanimously on  
(CONT) one outstanding melody as the Hit of This Week, but instead,  
two songs are tied for first place. It is our privilege to  
present the star of tonight's Hit Parade - Everett Marshall  
- singing the melodies which you have told us are the two  
most popular numbers in the United States tonight. Mr.  
Marshall sings, first, "East Of The Sun."

("EAST OF THE SUN" . . . . . EVERETT MARSHALL)

SEGUE TO

("I'M IN THE MOOD FOR LOVE" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: We are interpolating the nation's Number Two melody "I'm  
In The Mood For Love" from the picture "Every Night at  
Eight".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("YOU'RE ALL I NEED" . . . . . EVERETT MARSHALL AND GIRLS)

(FADES FOR ANNOUNCEMENT)

SINGISER: And now we hear the magnificent voice of Everett Marshall  
again as he sings the other song that you like best this  
week "You're All I Need", sharing the honors as Number One  
Melody throughout the United States.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: If you had been on the corner of Fifth avenue and Forty-Fifth street the other evening, as I was, you might have overheard this conversation too:

1ST MAN: Pardon me, but could you give me a light?

2ND MAN: Sure!

(SCRATCH OF MATCH)

1ST MAN: Thanks.

2ND MAN: Not at all. I see you're a Lucky smoker too.

1ST MAN: Have been for years. I tried them all and finally settled on Luckies. They're easier on my throat.

2ND MAN: Well, I smoke them because I like a mild cigarette. I get a lot of pleasure out of smoking and I find I can smoke more Luckies than anything else.

1ST MAN: Here, too. Finer tobacco is the answer, I guess.

2ND MAN: Yes, I hear they're pretty careful about the kind of tobacco they use for Luckies. They must be. Because Luckies are sure one swell smoke.

1ST MAN: You bet. Well, I've got to be going. Thanks for the match.

2ND MAN: Don't mention it. Good-night.

("CHEEK TO CHEEK".....HAYTON AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: This is the Seventh Song in national favor this week -- Fred Astaire's "Cheek to Cheek" from the picture "Top Hat". Lennie Hayton conducts from his piano.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THE ROSE IN HER HAIR".....CARLILE)

(FADES FOR ANNOUNCEMENT)

SINGISER: "The Rose In Her Hair" is the tenth most popular melody in the country. Our Lucky Strike tenor soloist, Charles Carlile brings you the words.

(MUSIC SWELLS AND FINISHES)

SINGISER: We have received many inquiries from members of the radio audience regarding the return of Fred Astaire to this program. Mr. Astaire will be back on the Hit Parade two weeks from tonight, on September twenty-first and next week, the manufacturers of Lucky Strike Cigarettes will present a special program starring Mary Boland and Charles Ruggles, Jack Oakie, Joe Penner, Gladys Swarthout, Willy Howard and Ethel Merman among others equally well known.

Now the Hit Parade continues its march as Lennie Hayton offers a little fantasy featuring Kay Thompson and Johnny Hauser, based on the ninth ranking song of the week "Lulu's Back In Town."

("LULU'S BACK IN TOWN" . . . . . KAY, HAUSER, ENSEMBLE)

ANNOUNCER: We don't know of any other thing from which you can get so much pleasure at so little cost, as a cigarette. But you must remember that there is a difference in cigarettes. For example, Luckies taste as mild as they do because only the most expensive center leaves are used. They smoke so smoothly because they are round and firm and fully packed. They are gentle to your throat because of the exclusive Lucky Strike process. And they're fresh at all times because Luckies are made in air-conditioned factories, and the conditioned air is actually sealed into each pack. In a pinch almost any brand will help -- but if you are in a position to really choose, try Luckies. You'll like them.

("GYPSY TEA ROOM" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

SINGISER: Completing the roster of this week's hits, here is "In A Little Gypsy Tea Room", the fourth most popular melody the nation over, and the Hit of This Week in Philadelphia and Montreal.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("EAST OF THE SUN" . . . . . KAY AND BOYS)

(FADES FOR ANNOUNCEMENT)

SINGISER: For a brief reprise, one of the hits of this week as Kay Thompson and the Rhythm Kings sing "East of the Sun".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("YOU'RE ALL I NEED" . . . . . EVERETT MARSHALL)

(FADES FOR ANNOUNCEMENT)

SINGISER: For his encore selection, Everett Marshall, the star of tonight's Hit Parade, brings you the other of your coast-to-coast favorites -- Everett Marshall singing "You're All I Need."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(CLOSING SIGNATURE . . . "HAPPY DAYS" . . .)

10.

SINGISER: Following tonight's broadcast, Lennie Hayton and Luckies' own soloists leave by train and plane to join Fred Astaire in Hollywood. There will be another Hit Parade broadcast two weeks from tonight, starring Fred Astaire.

Next Saturday at this time the manufacturers of Lucky Strike Cigarettes will present a special radio program entitled "The Big Broadcast", starring Mary Boland and Charles Ruggles, Joe Penner, Jack Oakie, Gladys Swarthout, Willy Howard, Ethel Merman and several other outstanding stars. Make a date with your radio set right now.

In closing, instead of saying any more about Luckies, we invite you to try them. We know of no better way to prove that they'll give you a milder, better-tasting smoke.

Thank you.

THIS IS THE NATIONAL BROADCASTING COMPANY.

wjk  
9-6-33.

ATX01 0013702



WEAF

THE LUCKY STRIKE HIT PARADE

( ) ( )  
8:00 - 9:00 P. M.

SEPTEMBER 14 1935

SATURDAY

(OPENING SIGNATURE - "HAPPY DAYS ARE HERE AGAIN")

OPENING ANNOUNCEMENT:

Good evening, ladies and gentlemen. The performers whom you usually hear at this hour - Lennie Hayton, the Lucky Strike Orchestra and Lucky's own soloists are tonight en route to Hollywood, where they are joining Fred Astaire for a new series of Lucky Strike Hit Parades starring Fred Astaire which will begin next Saturday.

This evening, the manufacturers of Lucky Strike cigarettes are happy to present a special program direct from Hollywood -- the world premiere of Paramount's great picture "The Big Broadcast of 1936." Among the stars of this picture are Gail Patrick, Bill Robinson, Ray Noble & Orchestra, Lydia Roberti, Sir Guy Standing, Mary Boland, Charles Ruggles, Ethel Merman, Burns & Allen, Jack Oakie, Amos'n Andy and Bing Crosby and many of them, together with other stage, screen and radio luminaries will appear to entertain you tonight.

The popular star, Jack Oakie is acting as Master of Ceremonies for the premiere of "The Big Broadcast of 1936." He greets us now from the Paramount Theatre in Los Angeles, California.

(SWITCHING CUE)

ATX01 0013703

1. JACK OAKIE introduces following orchestra selection:
2. (MEDLEY OF BIG BROADCAST TUNES).....ORCHESTRA
3. OAKIE introduces Benny Baker  
and
4. BETTY JANE RHODES
5. (RAFTERO FROM BOLERO).....ORCHESTRA
6. WILLIE HOWARD dialogue spot ending with Mr. Howard singing -  
"MY MOTHER'S EYES"

(APPLAUSE)

(SWITCHING CUE TO NEW YORK)

7. ANNOUNCER: This is just about the shortest commercial announcement that can be made. Just three words -- "Light a Lucky!" It's the easiest and surest way to convince yourself that Luckies really are milder, that they do taste better, that they are more gentle to your throat. Nothing that we can tell you about Luckies will be as convincing as the fresh taste thrill you'll experience when you "Light a Lucky."

(SWITCHING CUE TO LOS ANGELES)

8. OAKIE introduces ETHEL MERMAN who sings song.
9. BENNY BAKER AND OAKIE
10. OAKIE introduces JOE MORRISON
11. OAKIE says - - "New York Gordon & Ravel, we in Los Angeles want to hear you."

(SWITCHING CUE TO NEW YORK)

12. ( \_\_\_\_\_ GORDON & RAVEL with ORCHESTRA )

(BUSINESS OF PARTY GOING ON -- (LAUGHING)  
AD LIB SOME FEW REMARKS)

FIRST MAN: Won't you have a cigarette?

SECOND MAN: Have one of mine.

THIRD MAN: I believe you'll like these

GIRL: (LAUGHINGLY) Thanks - I'd rather have a Lucky --  
they're easy on my throat.

ANNOUNCER: Yes, Luckies are easy on your throat. An exclusive  
Lucky Strike process is your protection against  
irritation, against cough. But, in any cigarette,  
it's the tobacco that counts, and there are no finer  
tobaccos than those used in Luckies. That is why you  
get a milder, a better-tasting smoke. Light a Lucky  
and notice the difference yourself. Its mellow smoke  
will prompt you too, to say: "Thanks, I'd rather  
have a Lucky. They're easy on my throat."

(SWITCHING CUE TO LOS ANGELES)

- 14. ORCHESTRA NUMBER FROM LOS ANGELES
- 15. HELEN JEPSON
- 16. JACK OAKIE and BENNY BAKER
- 17. CARL BRISSON
- 18. FRANCES LANGFORD

19. RALPH RANGER, LEO ROBIN, RICHARD WHITING with ORCHESTRA and ORCHESTRA MEDLEY.

20. (BEGINNING APPROXIMATELY 2 MINUTES OF DIALOGUE BETWEEN RUGGLES and OAKIE RUNNING INTO FOLLOWING DIALOGUE BETWEEN MARY BOLAND IN NEW YORK AND CHARLES RUGGLES IN HOLLYWOOD)

CHARLIE: As I was saying Mary Boland is in New York

OAKIE: Hello - Mary Boland - In New York -

CHARLIE: Mary. (TO AUDIENCE) Don't go away - I'll be back.

Hello Mary.

(MARY'S CUE)

MARY: Hello Charlie - Is that you Charlie?

CHARLIE: "Yes" This is I, Mary. Is that you, Mary?

MARY: Yes this is I Charlie. Are you there?

CHARLIE: Sure - I'm here - Where are you?

MARY: I'm here.

CHARLIE: That's funny so am I. I mean I'm here - and you're here - Here we are so far apart together -

MARY: Are you in California?

CHARLIE: Yes - I'm in California.

MARY: How is everything out there?

CHARLIE: Same old place, Mary. You sleep under Catalina every night and on a clear day you can see blankets.

MARY: What did you say?

CHARLIE: It's regular California weather - Sunny.

MARY: Did you call me honey?

CHARLIE: No - I said sunny - As in Sonny Boy - You know - - -

(SINGS - "SONNY BOY")

(PHONE RINGS)

OAKIE: It's for you, CHARLIE.

CHARLIE: Excuse me Mary. Yes - Yes (HANGS UP) I'll have to stop singing - There have been complaints. Are you in New York, Mary?

MARY: Yes.

CHARLIE: How's New York?

MARY: New York? Oh... It's just the same as ever Charlie... I mean I haven't seen much of it ... I'm in a play ... I'm the queen ... think of it, Charlie, after all these years ... I'm the queen ... in the play of course and I wear one of those hats like queens wear in the rotogravure section ... I think I'll be in the rotogravure section soon Charlie ... I bought a brown hat just in case. I wish you could see me rehearsing, Charlie ... the play is called Jubilee .. Jubilee ... it's all about a king and a queen who take a vacation ... I think it's two weeks with full pay ... and they do all the things they've always wanted to do ... they go to a bathing beach and eat hot dogs ... and the hot dogs are not by special appointment either ... they're just like any other ordinary hot dogs ... sort of tasteless ... and (LAUGHS) you'd die if you could see the bathing suit I wear in that scene ... I almost died myself ... I had to look in the mirror very slowly ... just sort of peeked in by degrees. Oh, but here I am just rattling along about my play over the long distance phone .. it's a good thing I thought to reverse the charges ... I knew you wouldn't mind. But what I called you up to say is I'm very provoked at you, Charlie. You let me get away without my black besded bag.

CHARLIE: Now wait, Mary - Wait - I didn't even know you were going.

MARY: Neither did I - But that's neither here nor there - You should have reminded me.

CHARLIE: How could I?

MARY: Well there it is - and here I am - and there's my black beaded bag on the dresser.

CHARLIE: Mary - You sold all your furniture before you left - You haven't got a dresser.

MARY: Well, it's either on my dresser or I left it in a store some place and I wish you'd send it to me.

CHARLIE: What store - There are lots of stores in Los Angeles, Mary.

MARY: What difference does it make what store? The fact is I've left my beaded bag - and I need it. My tickets are in it.

CHARLIE: Your tickets are in your bag? And you're in New York and your tickets - Are you sure you're in New York?

MARY: Why. I'm positive. I looked out my window and it certainly looked like New York. I mean if I wanted to look like New York I'd look exactly like what I looked at out the window looked like

CHARLIE: Mary, how did you get to New York?

MARY: Yes - this is I, Mary.

MARY: On the train - and the conductor was most disagreeable. He kept insisting on me showing my tickets and I couldn't. They were in my black beaded bag on the dresser. I reported it to the company - the conductor - not the dresser - And I wish you'd send it - The Black bag - not the conductor or the dresser. will you?

CHARLIE: Oh yes - It's perfectly clear - You want me to look on the conductor for the company and take your dresser out and mail it to you at the tickets. Mary, let's just let the whole thing drop.

MARY: O never mind, Charlie. I found the black bag last night. I've got it in my hand right now. I do hope the picture is good - Goodbye, and good luck, Charlie.

CHARLIE: Thank you, Mary - and be careful - be sure to get downstairs safely.

(SCOUND A SCREAM AND A CRASH)

I don't know about safely, but Mary's downstairs. The telephone number in New York is Hollywood 000 MY and in Hollywood Murray-Hill 2041 - This is Charlie Ruggles speaking and bidding you good bye - (IMITATION OF MAJOR BOWES) - All right - All right, Mr. Oakie.

OAKIE: Thank you, Charlie, Thank you, Mary.

(APPLAUSE)

(SWITCHING CUE TO NEW YORK)

21. ANNOUNCER: To those among our listeners who do not smoke, may we say this: It is far from our thoughts to urge you to smoke, but if and when you do - won't you try Luckies? You'll get a lot more pleasure out of smoking if you start right. Let Luckies help you to get started right. They are so mild, so soothing, so gentle and easy on your throat, that you'll like them right away. So please remember, when and if the day comes when you feel the urge for a cigarette - reach for a mild, better-tasting Lucky. It's the tobacco that counts, and there are no finer tobaccos than those used in Luckies.

(SWITCHING CUE TO LOS ANGELES)

22. (FINAL ORCHESTRA AND ENSEMBLE NUMBER FROM LOS ANGELES)

(OAKIE SIGNS OFF HOLLYWOOD PART OF PROGRAM ENDING IN FOLLOWING WORD CUE)

OAKIE: "Good-bye and good luck and I'm sending you back to Radio City."

(SWITCH TO NEW YORK)

(CLOSING SIGNATURE - "HAPPY DAYS ARE HERE AGAIN")



ANNOUNCER:

Next week at this hour Fred Astaire returns as star of the Lucky Strike Hit Parade. Join us here next Saturday for the sparkling entertainment Mr. Astaire, will present, together with the fifteen ace-high hits of next week, presented for your pleasure by the manufacturers of Lucky Strike cigarettes.

May we offer this suggestion, before we say good-night? Don't try to judge a cigarette by words and phrases. Smoke a Lucky. After all, that's the only way you can tell just how mild it is...how rich in good tobacco flavor. After you've had a few puffs, the words "center leaves" will really mean something to you. Thank you.

This is the National Broadcasting Company.

lh  
9/14/35

THE LUCKY STRIKE HIT PARADE

SEPTEMBER 21, 1935

4:00-5:00 PM  
PST

(OPENING SIGNATURE: "HAPPY DAYS ARE HERE AGAIN")

WILSON: Lucky Strike presents the Hit Parade -- starring Fred Astaire, and featuring the fifteen hit songs of this week, played by Lennie Hayton and his Lucky Strike Orchestra and sung by Lucky's own group of soloists.

The manufacturers of Lucky Strike Cigarettes have the pleasure of announcing the return of Fred Astaire to this program. The sensationlly popular star of stage, screen and radio will make several appearances in the course of tonight's Hit Parade, and, a little later, in line with his pleasant and engaging custom, will tell you himself about his part in the entertainment. Now Luckies step out with the tune that ranks twelfth in popularity this week: "Double Trouble" from "The Big Broadcast of 1936."

(DOUBLE TROUBLE

ORCHESTRA)

★  
SEGUE TO

(ACCENT ON YOUTH

GIRLS & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

WILSON: Here's the song that holds sixth place in favor throughout the United States, but it's the Hit of This Week in Syracuse, Milwaukee and Frankfort, Kentucky. The Melody Girls will bring you the words of "Accent On Youth."

(MUSIC SWELLS & FINISHES)

(gh)

ATX01 0013712

WILSON: Ladies and Gentlemen, Fred Astaire.

(APPLAUSE)

ASTAIRE: How do you do -- hello --

Good evening, and thank you -- thank you very much.

I'm very happy to be back on this program. I'm in the midst of working on a new picture, and was afraid for a time that it would be impossible for me to appear here -- but we managed to do a bit of magic work with the schedule, and I'm now jumping around from one rehearsal stage to another -- between microphones, conferences, etc., and it's all a big puzzle to me just exactly who and where everything is.

This evening, for the first time since the inauguration of the Hit Parade, four songs from one picture are officially listed among the first fifteen hits of the week, and I'm happy to say that the picture is "Top Hat" and that I had the privilege of introducing these Irving Berlin numbers on this program several weeks ago, in New York. It will give me great pleasure to hear Kay Thompson and Lennie Hayton do "No Strings" and "Isn't This A Lovely Day" now -- after which I'll be back to get into the swing of things with "Top Hat, White Tie, and Tails."

(NO STRINGS

KAY & RHYTHM KINGS)

SEGUE TO

(ISN'T THIS A LOVELY DAY

HAYTON & ORCHESTRA)

SEGUE TO

(TOP HAT

FRED ASTAIRE)

(FADES FOR ANNOUNCEMENT)

(gh)

WILSON: "No Strings" ranks fourteenth, and "Isn't It A Lovely Day" thirteenth in your favor this week. And here is Fred Astaire, bringing you another novel interpretation of his song "Top Hat," Number Eleven song of the week.

(MUSIC SWELLS & FINISHES)

ANNOUNCER: When do you begin your smoking day? One Lucky smoker who lives on a Kansas farm enjoys his first Lucky at five-thirty A. M. after the morning chores. Another smoker lights his first Lucky right after breakfast. And a Pittsburg executive informs us that he never touches a cigarette until after he goes over the morning mail. But whenever your smoking day begins, you'll get more pleasure from smoking if you light up a Lucky. That full rich, tobacco flavor, so delightfully mellow, does thrilling things to your taste. And the mildness of your Lucky makes it an invitation to smoke as many as you want. Try a Lucky. Let it be your first smoke in the morning. We think you'll go right on smoking Luckies all through the day.

( I WISHED ON THE MOON

CARLILE)

(FADES FOR ANNOUNCEMENT)

WILSON: Here's the song that holds fifteenth place this week: "I Wished on the Moon" from the Big Broadcast of 1936. Our Lucky Strike star, Charles Carlile, will bring you the words.

(MUSIC SWELLS & FINISHES)

SECUE TO

(YOU'RE ALL I NEED

ORCHESTRA)

(gh)

(FADES FOR ANNOUNCEMENT)

WILSON: This is "You're All I Need," the second most popular song throughout the country tonight, and the Hit of This Week in Madison, Wisconsin, and Philadelphia.

(MUSIC SWELLS & FINISHES)

WILSON: Again we present Fred Astaire.

(APPLAUSE)

ASTAIRE: While in London some months ago I saw a delightful musical show called "Jill Darling". One song in particular struck me as being outstandingly clever -- and now I find it has worked its way across the Atlantic and is becoming tremendously popular here. In fact, it ranks Number Ten on this week's list, and I've been asked to do it. The song is "I'm On A See Saw" -- and it's about a 1935 youth who is a bit confused about his little lady friend.

(I'M ON A SEE SAW

FRED ASTAIRE)

(gh)

ANNOUNCER: We'd like to try a little experiment tonight. I wonder if someone in the studio will consent to help us --  
(PAUSE) (SLIGHT COMMOTION IS HEARD) - You will? --  
Thank you - What is your home town, if I may ask?

MAN: Why, I come from Lansing, Michigan.

ANNOUNCER: Thank you. I'd like you to open this pack of Luckies and draw one out. Roll it around in your fingers - How does it feel?

MAN: It feels fine - round, firm - as if it were fully packed.

ANNOUNCER: Right - that insures you of a steady smooth - even smoke. Now place it between your lips and draw on it unlighted. What are your reactions?

MAN: Well - I seem to be able to smell the aroma of the fragrant tobacco. And it smells real good, too.

ANNOUNCER: That's just the answer I expected. Of course, it tastes good - only the rich, ripe center leaves go into Luckies. That is why they are so mild and gentle. And Luckies exclusive process protects you against throat irritation and coughs.

MAN: Say - let's have that Lucky, will you? I'm anxious to light up.

ANNOUNCER: (LAUGHINGLY) You bet. And may we ask our listening audience to complete our experiment in their own homes by lighting a mild, fresh LUCKY? You'll like it.

(gh)

(RHYTHM AND ROMANCE

KAY & BOYS)

(FADES FOR ANNOUNCEMENT)

WILSON: The tune "Rhythm and Romance" holds ninth place in national favor this week. A Hit Parade Highlight, with Kay Thompson and the Rhythm Kings.

(MUSIC SWELLS & FINISHES)

S T A T I O N     B R E A K

(INSIDE SIGNATURE: "THIS IS MY LUCKY DAY")

WILSON: The Lucky Strike Hit Parade, starring Fred Astaire, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes.

The Hit Parade is your own program, from beginning to end, because the tunes we play are the tunes you pick. They're the choice of one hundred and twenty million Americans, as evidenced by your purchase of sheet music and records, the tunes you like to hear over the air, the melodies you ask for when you're out dancing.

And, in addition, the Hit Parade presents the famous Hollywood and Broadway star, Fred Astaire, who will be back before the microphone very shortly. In the meantime, here is news to interest all of you: The most popular popular song in the country tonight -- your Number One Number from Coast to Coast -- is "I'm In the Mood For Love" from the picture "Every Night At Eight." Our Lucky Strike tenor soloist, Charles Carlile brings you the words.

(gh)

ATX01 0013717

( I'M IN THE MOOD FOR LOVE CARLILE )

SEGUE TO

( EVERYBODY LOVES MY BABY ORCHESTRA )

( FADES FOR ANNOUNCEMENT )

WILSON: Now let's go back in musical history. Can you remember what song was Number One ten years ago this week? Let us remind you that it was "Everybody Loves My Baby."

( MUSIC SWELLS & FINISHES )

SEGUE TO

( JUST ONCE TOO OFTEN KAY THOMPSON )

( FADES FOR ANNOUNCEMENT )

WILSON: And just one year ago the man in the street, the cop on the corner, the girl in the Rolls Royce and you and I were all singing "Just Once Too Often."

( MUSIC SWELLS & FINISHES )

SEGUE TO

( I'M IN THE MOOD FOR LOVE CARLILE & ORCHESTRA )

( gh )



MAN: Oh, Betty, isn't that a shame? I've come off without any cigarettes. How about one of yours?

GIRL: Here you are, my lad. And this time it's your own old favorite.

MAN: Lucky Strike!... Why, I thought you'd been trying a lot of other brands.

GIRL: Yes, Ted, I did -- for quite a while. Smoked 'em almost all, I guess... You know -- sort o' looking for my ideal cigarette.

MAN: Well, fickle woman, I wonder if you really knew what kind of smoke you wanted?

GIRL: I certainly did, silly! I wanted a cigarette that is mild and smooth -- with a nice, pleasant flavor and aroma -- a cigarette that never irritates my throat -- and a neat, well-packed cigarette that never leaves loose ends of tobacco on my lips.

MAN: Gosh! Is that all?... And did the lady find her ideal?

GIRL: Right back where I started! Yes, Ted, flirting with the others taught me that Luckies are the smoke for me. I'm never going to roam from you and your Luckies any more.

(gh)

(WITHOUT A WORD OF WARNING PAUL BARRY & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

WILSON: This is the fifth melody in national favor, "Without A Word of Warning." A baritone new to the networks brings you the vocal refrain: Paul Barry.

(MUSIC SWELLS & FINISHES)

SEGUE TO

(I COULDN'T BELIEVE MY EYES HAYTON & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

WILSON: "I Couldn't Believe My Eyes" is Number Seven in our nationwide list of hits -- but Lucky Strike surveys show that in the cities of Minneapolis and St. Louis this song holds the higher position of Fifth. Lennie Hayton conducts from his piano.

(MUSIC SWELLS & FINISHES)

WILSON: Once again, it's time for Fred Astaire!

(APPLAUSE)

Fred, we're looking forward to your next song. What will it be?

ASTAIRE: Complying with many requests asking me to do a certain number from our recent picture "Roberta," we have a special arrangement of one this evening already to inflict upon you. Kay Thompson, Charley Carlile, Lennie Hayton and myself hope you will like this version of "I Won't Dance."

(I WON'T DANCE FRED ASTAIRE & ENSEMBLE)

(APPLAUSE)

(gh)

WILSON: Fred, I can't let you leave the microphone just yet, because so far tonight we've only done three of our four hits from "Top Hat." We've been saving the third most popular song in the country for you, -- and I know that a great many people are waiting to hear you sing it.

ASTAIRE: Nothing could give me greater pleasure than to sing "Cheek To Cheek" right now.

(CHEEK TO CHEEK

FRED ASTAIRE)

ANNOUNCER: Next time you tear the wrapper off a pack of Luckies, notice the ends of the cigarettes. You will see that the tobacco is well packed, smooth and even, with no strands sticking or bulging out of the clean white paper. This careful packing explains why you don't get loose ends of tobacco on your lips when you smoke a Lucky. Every day millions of Luckies are made. But as they come from the machines, experts examine them for size, weight, and packing. And when a cigarette that shreds at the ends is found it is immediately discarded. That's why a Lucky, in addition to giving you a milder, better-flavored smoke, is also a cleaner, more comfortable smoke.

(gh)

(E

(PAGE MISS GLORY

ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

WILSON: You are listening to the Eighth ranking tune this week:  
"Page Miss Glory."

(MUSIC SWELLS & FINISHES)

SEGUE TO

(EAST OF THE SUN

ENSEMBLE)

(FADES FOR ANNOUNCEMENT)

WILSON: Completing the roster of this week's hits: "East of the Sun," Number Four number nationally, and first ranking melody in the city of Pittsburgh.

(MUSIC SWELLS & FINISHES)

SEGUE TO

(CLOSING SIGNATURE: "HAPPY DAYS ARE HERE AGAIN")

WILSON: Next week at this hour Fred Astaire will again be starred in the Lucky Strike Hit Parade. Join us here next Saturday for more of Mr. Astaire's inimitable entertainment, together with the fifteen ace-high hits of next week, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes.

In closing, may we say just this: as far as you're concerned, the only thing that matters about a cigarette is the kind of smoke it gives you. So we ask you to try Luckies, and let the smoke itself convince you of their fragrance, their mildness, their fine, honest, rich tobacco flavor. Thank you.

ANNOUNCER: The Lucky Strike "Hit Parade" has come to you from Hollywood, California. This is the National Broadcasting Company.

(gh)

(CHIMES)

THE LUCKY STRIKE HIT PARADE

Saturday,  
Sept. 28, 1935.

(OPENING SIGNATURE: "HAPPY DAYS ARE HERE AGAIN")

WILSON: Lucky Strike presents the Hit Parade--starring Fred Astaire, and featuring the fifteen hit songs of this week, played by Lennie Hayton and his Lucky Strike Orchestra and sung by Lucky's own group of soloists.

Again tonight, the manufacturers of Lucky Strike cigarettes have the honor to bring you the famous and engaging star of stage, screen and radio--Fred Astaire. In just a moment, Mr. Astaire, with all the charm of manner that has made him one of the favorite personalities of Hollywood and Broadway, will tell you himself about his part on tonight's Hit Parade. But first, let's listen to Lennie Hayton and the Lucky Strike orchestra playing the tune that ranks twelfth in popularity this week: "No Strings," from the motion picture "Top Hat."

("NO STRINGS".....ORCHESTRA)

SEGUE

("RHYTHM AND ROMANCE".....GIRLS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

WILSON: Here's the song that holds fourth place in your favor: "Rhythm and Romance." The Melody Girls will bring you the words.

(MUSIC SWELLS & FINISHES)

SEGUE TO

("LULU'S BACK IN TOWN".....HAYTON & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

WILSON: "Lulu's Back In Town" is number fifteen tune throughout the country, but it's the hit of the week in Tacoma, Washington. Lennie Hayton conducts from his piano.

(MUSIC SWELLS & FINISHES)

WILSON: Ladies and gentlemen, for his first vehicle this evening the star of the Hit Parade chooses the department of this program known as Lucky's Musical Preview. Presenting Fred Astaire!

(APPLAUSE)

ASTAIRE: Thank you--thank you--I'm going to start this evening with a new song--a brand new one never before introduced in public. The only reason I'm doing this song is because I'm so enthusiastic about it and simply can't get the tune out of my mind. It's called "With A Smile On My Face," and I hope you'll like it.

("WITH A SMILE ON MY FACE".....FRED ASTAIRE)

(APPLAUSE)

(Insert Commercial #1)

(gh)

COMMERCIAL NO. 1:

We'd like you to judge Luckies by fair trial.  
Forget, if you wish, that Luckies are made of  
more expensive center leaf tobaccos. Forget  
that they are air-conditioned for freshness.  
Forget that the exclusive Lucky Strike process  
protects you against throat irritation and coughs.  
Forget that it costs more to make a Lucky.  
Yes, forget all this for a moment while you light  
a Lucky. You'll know after the first puff that  
here is a milder, smoother, better-tasting smoke--  
a cigarette that's easier on your throat.

(gh)

ATX01 0013725

("TOP HAT",.....BOYS & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

WILSON: This is the melody that ranks ninth in the favor of the nation this week: "Top Hat" from the picture of the same name. Listen for the Rhythm Kings.

(MUSIC SWELLS & FINISHES)

SEGUE TO

("EVERY NOW AND THEN".....CARLILE)

(FADES FOR ANNOUNCEMENT)

WILSON: Here is a newcomer to the Hit Parade: "Every Now And Then," the eighth most popular song this week - Our Lucky Strike star, Charles Carlile, brings you the lyric.

(MUSIC SWELLS & FINISHES)

SEGUE TO

("ISN'T THIS A LOVELY DAY".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

WILSON: "Isn't This A Lovely Day" has jumped into the high ranking of number six the country over, but our Lucky Strike surveys tell us that here in Hollywood it's the most popular song in town.

(MUSIC SWELLS & FINISHES)

(en)



WILSON: Again we present Fred Astaire.

(APPLAUSE)

ASTAIRE: Every once in a while--comes out of Harlem a new dance (or vice versa) and when the boys and girls up there go for a dance they really do go--yessir!--they don't miss it. Almost everybody else goes too when it's right, and this one, ladies and gentlemen, is very right.

We have the tune here now--"Truckin'" and I think it's terrific--in fact, it calls for a little beating of the heels and toes on my little two foot platform which I must admit, although it is a bit confining, does permit somewhat of an outlet for--well, let's call it--foct expression! Please play that "Truckin'," Lennie. I can't wait any longer.

("TRUCKIN'".....FRED ASTAIRE)

(MUSIC SWELLS & FINISHES)

(gh)

(Insert Commercial #2)

COMMERCIAL NO. 2:

ANNOUNCER: We sincerely hope you're enjoying the Hit Parade tonight. For the whole show is planned for your pleasure. The songs we play are the songs that you have indicated you like the most. And Fred Astaire is tops in your favor according to theatre box offices and our fan mail. We make Lucky Strike cigarettes with the same idea in mind--to please you by giving you the kind of cigarette you like most. That's why we use only the center leaves of the finest tobaccos. That's why we pack them round and firm, the way you like them. Luckies are your cigarette just as the Hit Parade is your show. It's the tobacco that counts, and Luckies use the finest tobaccos, regardless of cost.

(gh)

ATX01 0013728

("FROM THE TOP OF YOUR HEAD".....KAY & BOYS)

(FADES FOR ANNOUNCEMENT)

WILSON: This is the tune that ranks number five in the favor of the nation this week. "From The Top Of Your Head To The Tip Of Your Toes"--a Hit Parade highlight with Kay Thompson and the Rhythm Kings.

(MUSIC SWELLS & FINISHES)

--- STATION BREAK ---

(INSIDE SIGNATURE: "THIS IS MY LUCKY DAY")

WILSON: This is the Lucky Strike Hit Parade--starring Fred Astaire, presented for your pleasure by the manufacturers of Lucky Strike cigarettes.

On the Hit Parade, you hear the melodies you have told us you like best. You've told us by your purchases of sheet music and records, by the numbers you ask for at places you dance, by the tunes you like to hear over the air-- and we're glad to comply with your requests.

A little later, Fred Astaire will again appear before the microphone--in the meantime, here is an important musical news item of this week: The nation's number one number, the most popular song in the United States of America tonight is a song Fred Astaire sang for the first time on the air on this program seven weeks ago. The number is "Cheek To Cheek" from the picture "Top Hat" and Fred has asked Lennie Hayton, the Melody Girls and the Rhythm Kings to give you their interpretation of it.

(gh)

("CHEEK TO CHEEK".....BOYS & GIRLS)

(MUSIC SWELLS & FINISHES)

SEGUE TO

(\*ALEXANDER'S RAGTIME BAND".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

WILSON: Irving Berlin's latest song hit is the most popular melody of this week all over the country. So let's look into musical history for a moment and realize that Mr. Berlin's first smash hit caught the fancy of the American public twenty-four years ago--"Alexander's Ragtime Band."

(MUSIC SWELLS & FINISHES)

SEGUE TO

("CHEEK TO CHEEK".....ENSEMBLE)

(MUSIC SWELLS & FINISHES)

(gh)

(Insert Commercial #3)

COMMERCIAL NO. 3:

ANNOUNCER: In millions of homes throughout the country Luckies are the family cigarette. Billy or Jane, or maybe Dad, or Mother, introduces Luckies into the family circle. Then before you know it, every member is reaching for the green pack with the red circle. They soon learn that Luckies are milder--that they taste better. Billy says:

BILLY: I like the way Luckies are made. They are so round, so firm, so fully packed. No loose ends to get on your lips or in your mouth. Luckies always smoke smoothly and evenly

DAD: Yes, sir--Luckies do taste better. And I certainly like that rich, mellow Lucky Strike tobacco.

ANNOUNCER: And Mother? Well, Mother smokes occasionally, too. She says:

MOTHER: Luckies are milder--more gentle to my throat. I guess that must be because of that Lucky Strike process, that protects against irritation, against cough. Now that the rest of the family smoke Luckies, I take a cigarette more than just occasionally. And that reminds me--we are all out of Luckies again. I must put them on my shopping list.

ANNOUNCER: Take a tip from Mother, and now, while you are thinking of it, just jot down on your shopping list--one carton of mild Luckies. The whole family will thank you.

(gh)

("I'M IN THE MOOD FOR LOVE".....BARRY)

(FADES FOR ANNOUNCEMENT)

WILSON: This is the number two song in your favor this week:  
"I'm In The Mood For Love" from the motion picture  
"Every Night At Eight." A new baritone, Paul Barry,  
will bring you the words.

(MUSIC SWELLS & FINISHES)

SEGUE TO

("I WISHED ON THE MOON".....PIANO)

(FADES FOR ANNOUNCEMENT)

WILSON: "I Wished On The Moon" is the tenth most popular tune  
throughout the country but it's the hit of this week  
in Tampa, Florida and Concord, New Hampshire.  
Lennie Hayton conducts from his piano.

(MUSIC SWELLS & FINISHES)

(gh)

WILSON: Once again, it's time for Fred Astaire.

(APPLAUSE)

Fred, I see an accordion over there and they tell me it's yours.

ASTAIRE: That's right--as a matter of fact, Don, I'm going to use it in this next number.

WILSON: It can't be the number I saw you and your sister Adele do in "The Bandwagon?"

ASTAIRE: Yes--this one is from "The Bandwagon"--that swell revue that Max Gordon produced for us in 1931, at the New Amsterdam Theatre in New York. "Sweet Music" is the name of the song and Adele and I always liked the little story idea back of it very much. As soon as I wrap myself around this accordion--or vice versa--Kay Thompson will play the part of my sister, and we will all offer you a new version of "Sweet Music."

("SWEET MUSIC".....FRED ASTAIRE & ENSEMBLE)

(MUSIC SWELLS & FINISHES)

(APPLAUSE)

(Insert Commercial #4)

(gh)

COMMERCIAL NO. 4:

ANNOUNCER: You'll like Luckies because of a combination of things-- the blend, the flavor, the freshness. You'll like the way Luckies are packed and the cool smoke they give. It's up to us to give you that same kind of smoke every time you light a Lucky--and our laboratories, our air-conditioning, our secret formula are just a kind of insurance. They are your guarantee that Luckies are always uniform, always mild and fragrant, always easy on your throat.

(sh)

ATX01 0013734



("PAGE MISS GLORY".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

WILSON: Fred Astaire will return for another selection later in this program. In the meantime, here is Lucky's Musical Hall of Fame--numbers so well liked throughout the country that they have remained in the Hit Class for several weeks. First "Page Miss Glory" number seven melody this week.

(MUSIC SWELLS & FINISHES)

("THE ROSE IN HER HAIR".....CARLILE)

(FADES FOR ANNOUNCEMENT)

WILSON: This tune is eleventh in national ranking; "The Rose In Her Hair"--our Lucky Strike tenor soloist, Charles Carlile, will sing the lyric.

(MUSIC SWELLS & FINISHES)

SEGUE TO

("YOU'RE SO DARN CHARMING".....KAY THOMPSON)

(FADES FOR ANNOUNCEMENT)

WILSON: "You're So Darn Charming" thirteen in national favor, but it's the hit of the week in Philadelphia. Miss Kay Thompson will bring you the words.

(MUSIC SWELLS & FINISHES)

(gh)

WILSON: Again we present Fred Astaire!

(APPLAUSE)

ASTAIRE: There are five songs from "Top Hat" on this week's official Hit Parade list, and I've chosen "The Piccolino" which ranks fourteenth, as my last offense of the evening. Those of you that have seen the picture know that "The Piccolino" is a dance--and as I've said before, I can't do the actual Piccolino on the air--but just for the fun of it I'll dance whatever comes to my feet when Lennie swings into action.

("THE PICCOLINO".....FRED ASTAIRE)

(APPLAUSE)

("ACCENT ON YOUTH".....ENSEMBLE)

(FADES FOR ANNOUNCEMENT)

WILSON: Completing the roster of this week's hits, "Accent On Youth," number three in national favor.

(MUSIC SWELLS & FINISHES)

SEGUE

(CLOSING SIGNATURE: "HAPPY DAYS ARE HERE AGAIN")

(gh)

WILSON: Make a date with your radio set for next week's Lucky Strike Hit Parade. Please remember that if you live in a community where standard time has been in effect during the summer, beginning next Saturday the "Hit Parade" will reach you one hour later. So join us here for another hour of fast-moving entertainment, with the fifteen ace-high hits of next week, presented for your pleasure by the manufacturers of Lucky Strike cigarettes.

After all is said and done, you know as well as we do that there is only one way to judge a cigarette. That is to smoke it. So, may we, in closing, ask you to try a pack of mild, fresh Luckies and judge for yourselves why they taste better--why they are always so gentle to your throat.

ANNOUNCER: The Lucky Strike "Hit Parade" has come to you from Hollywood, California. This is the National Broadcasting Company.

(gh)

ATX01 0013737



(OPENING SIGNATURE: "HAPPY DAYS ARE HERE AGAIN")

WILSON: Lucky Strike presents the Hit Parade - starring Fred Astaire and featuring the fifteen hit songs of this week, played by Lennie Hayton and his Lucky Strike Orchestra and sung by Lucky's own group of soloists.

The manufacturers of Lucky Strike cigarettes are very happy to bring you more delightful singing and dancing by the celebrated and exciting personality of musical comedy and pictures - Fred Astaire. Tonight, there will be new songs - new dance steps - and, as is his pleasant custom, Mr. Astaire will tell you himself, later in the program, about the novelties he has prepared for you this evening. And now, Lennie Hayton and the Lucky Strike Orchestra lead the way with the tune that ranks fourteenth in this week's hits: "Broadway Rhythm" from "Broadway Melody of 1935".

("BROADWAY RHYTHM".....ORCHESTRA)

(Music swells and finishes)  
SEGUE

("I WISHED ON THE MOON".....GIRLS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

WILSON: This is the melody that holds seventh place in your favor this week: "I Wished on The Moon". The Melody Girls will bring you the words.

(MUSIC SWELLS & FINISHES)

SEGUE TO

("RHYTHM AND ROMANCE".....HAYTON AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ap

-2-

WILSON: "Rhythm and Romance" ranks thirteenth the country over,  
but in Chicago and San Francisco they like this tune  
so well they rank it well within the first ten.  
Lennie Hayton conducts from his piano.

(MUSIC SWELLS AND FINISHES)

eb

ATX01 0013740

WILSON: Ladies and gentlemen - Fred Astaire!

(APPLAUSE)

ASTAIRE: Good evening and thank you - thank you very much.

Everything is very comfortable here this evening - we've moved uptown - now we're broadcasting from the N.B.C. main studio right on the R.K.O. lot - my home grounds. Isn't that wonderful? This is where I work - as a matter of fact we're preparing our new picture now just a stone's throw from here - it's all very handy and pleasant and swell for me - because now I can do all my worrying in one place.

My first number will be: "Isn't This a Lovely Day", from "Top Hat". This song ranks number four now, I think - Yes, number four in the country's popularity. The words of this one suggest the scene - so will you please try to imagine that -- The weather is frightening.....

("ISN'T THIS A LOVELY DAY".....FRED ASTAIRE)

(APPLAUSE)

(Insert Commercial #1)

os

ATX01 0013741

COMMERCIAL NO. 1:

ANNOUNCER: The other day a friend of ours asked us a very interesting question about cigarettes. He said:

VOICE: Why should there be much difference in cigarettes? Aren't they all made pretty much the same way?

ANNOUNCER: To which we answer, very emphatically, No! All cigarettes are not made the same way. Luckies, for example, use only the selected, fragrant center leaves of the tobacco plant, for its the tobacco that counts, and there are no finer tobaccos than those used in Luckies. Only Luckies are made in completely air conditioned factories, to keep freshness sealed right into the package. And, most important of all, Luckies are made by an exclusive process which protects your throat against irritation. To prove to yourself that there is a difference in cigarettes, light a Lucky. Its mellow, gentle smoke will tell you soon enough that Luckies are easier on your throat.



("NO STRINGS".....LAY AND BOYS)

(FADES FOR ANNOUNCEMENT)

WILSON: This catchy tune ranks tenth all over the United States this week. "No Strings" from "Top Hat" presenting Kay Thompson and the Rhythm Kings.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WITHOUT A WORD OF WARNING".....CARLILE)

(FADES FOR ANNOUNCEMENT)

WILSON: You've picked this melody for your eighth ranking song. "Without A Word of Warning". Our Lucky Strike star Charles Carlile sings the lyric.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I'M ON A SEE SAW".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

WILSON: "I'm on a See Saw" ranks fifth in the favor of the nation. But our Lucky Strike surveys tell us that in Cincinnati, Baltimore and Los Angeles it's the most popular song in town.

(MUSIC SWELLS AND FINISHES)

WILSON: Once again it's time for Fred Astaire!

(APPLAUSE)

ASTAIRE: Going from the sublime to the ridiculous - in a program such as this which is comprised of officially chosen hit songs - I hope you won't mind if I throw a rock into the field of diamonds, so to speak, by doing a number that is definitely not a hit song. I ought to know about this one because I wrote it myself - I wrote it several years ago, and honestly - the sheet music sales were sensational - four copies changed hands - two were sold, and the other two given away. Oh, it was lovely! But, anyway, in spite of it all - I still like it - and to prove so - I'm going to run over and play one of the two pianos myself with Lennie Hayton during the number - and also, if all goes smoothly, I might throw in a few dance steps toward the finish. -- Oh! By the way - the title is "Not My Girl".

("NOT MY GIRL".....FRTD ASTAIRE)

(APPLAUSE)

(Insert Commercial #2)

eb

ATX01 0013744

COMMERCIAL NO. 2:

ANNOUNCER: When we make Luckies we try to look at this question of smoking from your viewpoint. We believe, first, that you like a mild, fragrant cigarette. Therefore, we buy for Luckies the choicest, finest tobaccos! Then we put these fine tobaccos through Luckies' exclusive process that protects your throat against irritation, against cough, so that you can smoke all the Luckies you want with complete comfort and enjoyment. Finally, every Lucky comes to you round, firm and fully packed, with no loose ends to come off on your lips. In short, everything is done in making Luckies, to please you. Try them for yourself. We think they'll give you a lot of real smoking pleasure.

CS

ATX01 0013745

"WHAT'S THAT YOU THINK.....BOYS & GIRLS"

(FOLDS FOR ANNOUNCEMENT)

WILSON: Listen for the Rhythm Kings as they sing the number that all you have told us is number six in your preferences this week. It's called: "That's That You Think".

(MUSIC SWELLS AND FINISHES)

---SANTION BRINK---

(L'SIDE SIGNATURE: "LUCKY DAY")

WILSON: This is the Lucky Strike Hit Parade, starring Fred Astaire, presented for your pleasure by the manufacturers of Lucky Strike cigarettes.

The Hit Parade features the fifteen hits of the week.

Lucky checks the sales of sheet music and records, asks what tunes you are requesting orchestra leaders to play, and learns what are your favorite songs on the radio.

Then, each week we bring you the winners in The Hit Parade - a Big Parade of outstanding melodies.

Tonight, it is our pleasure to again present the nimble footed star of Hollywood and Broadway - Fred Astaire, who will return to the microphone in just a moment. But first, here is news about the hit of this week. For the second successive Saturday, your number one number, the melody all of you from Coast to Coast have selected as your favorite is "Cheek to Cheek" from the picture "Top Hat". Our charming Lucky Strike star Kay Thompson sings first.

.....

(CHECK TO CHECK).....KAY THOMPSON)

(MUSIC SWELLS & FINISHES)

SEQUENCE TO

("TOP HAT".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

WILSON: And here is the second most popular tune in America  
tonight - "Top Hat" also from the picture of that name."

(MUSIC SWELLS AND FINISHES)

SEQUENCE TO

(CHECK TO CHECK).....ENSEMBLE)

(MUSIC SWELLS AND FINISHES)

1h

(Insert Commercial #3)

COMMERCIAL NO. 3

ANNOUNCER: It has been our custom during the past few months to tell you in these talks why we believe Luckies taste better. We are going to turn the tables tonight and let you tell us what you think about them.

Here's what a Boston merchant says:

VOICE: I for one like Luckies. I like the mild, mellow way they taste. I like the smooth way they smoke. I like the round, firm way they are packed.

ANNOUNCER: A Southern debutante says:

VOICE: (SO. ACCENT) My whole family smokes Luckies. You see, daddy is a tobacco grower and we all have seen how carefully the Lucky Strike people select only the rich, ripe fragrant center leaves. They really do give you a better smoke.

ANNOUNCER: And a smoker in Los Angeles has this to say:

VOICE: I don't know much about tobacco but I do know what I like. And I go for Luckies. That exclusive process you use on Luckies must be a great thing. No matter how many Luckies I smoke, they never irritate my throat.

("FROM THE TOP OF YOUR HEAD.....(BARRY)

(FADES FOR ANNOUNCEMENT)

WILSON: The ninth number in the country's preference is  
"From the Top of Your Head" - our baritone discovery  
Paul Barry will bring you the words.

(MUSIC SWELLS & FINISHES)

SEQUE TO

("I'M IN THE MOOD FOR LOVE.....HAYTON & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

WILSON: "I'm in The Mood For Love" still holds the high  
ranking of third in the list of your favorites - but  
in Birmingham and Providence its the hit of the week.  
Lennie Hayton conducts from his piano.

(MUSIC SWELLS & FINISHES)

WILSON: The star of the Hit Parade brings a word of musical  
comment in introducing his next selection. Again we  
present Fred Astaire!

ASTAIRE: There's one song in particular which, although written over three years ago seems to live on and on in popularity - even today it nearly breaks into first 15 hits of the moment. I still have many requests for this song, regardless of the number of times it has been heard through "The Gay Divorcee" or other sources - so if you please we are all going to accept the invitation to try still another pattern of Cole Porter's "Night and Day."

("NIGHT AND DAY".....FRED ASTAIRE & ENSEMBLE)

(MUSIC SWELLS & FINISHES)

(APPLAUSE)

lh

(Insert Commercial No. 4)



COMMERCIAL NO. 4:

ANNOUNCER: Have you ever stopped to think how much smoking you do in the course of one evening? I wager you take hundreds of puffs a night. That's a lot of smoking, isn't it? And it can add vastly to your pleasure. But, may I make a suggestion? The kind of cigarette you ought to smoke is a mild, fragrant cigarette that does not irritate your throat. Luckies are that kind of cigarette. Get a pack tonight. Smoke them all evening long. And you'll find that the last Lucky will be just as mild, just as fine-tasting as the first. For the exclusive Lucky Strike process is your throat protection against irritation, against cough.

lh

ATX01 0013751

( "DOUBLE TROUBLE.....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

WILSON: Fred Astaire will return later for another selection-  
listen now to a Lennie Hayton arrangement of the  
tune that ranks fifteenth in the favor of the nation:  
"Double Trouble".

(MUSIC SWELLS AND FINISHES)

( "I WISH I WERE ALADDIN".....KAY THOMPSON & BOYS)

(FADES FOR ANNOUNCEMENT)

WILSON: "I Wish I Were Aladdin", a newcomer to the Hit  
Parade - that ranks eleventh this week - Kay Thompson  
and the Rhythm Kings bring you their version of it.

(MUSIC SWELLS & FINISHES)

WILSON: Once more, it's time for Fred Astaire.

(APPLAUSE)

Fred, what else have you in mind for our entertainment?

ASTAIRE: I've picked that grand instrumental selection by  
Reg. Forsythe called "Dodging a Divorcee" for my last  
effort this evening. In this we will attempt a  
somewhat dramatic continuity, in which I play all the  
parts (my fingers are crossed). I'm going to effect  
a chase in topology-sort of thing - I mean to say -  
I hope you'll be able to distinguish the dainty steps  
of the fair damsel as she pursues the contrastingly  
clumsy, ungrateful and blase youth who simply - who  
simply - well in the end she wears him down before  
witnesses - that's all I know - the poor boy never  
had a chance - Here goes that exciting sport:  
"Dodging a Divorcee".

("DODGING A DIVORCEE .....FRED ASTAIRE")

(MUSIC SWELLS & FINISHES)

SEQUE TO

("EVERY NOW AND THEN".....ENSEMBLE)

(FADES FOR ANNOUNCEMENT)

WILSON: "Every Now And Then" ranks 12th in popularity the  
country over - Lucky's own soloists, Lennie Hayton  
and the Lucky Strike Orchestra.

(MUSIC SWELLS & FINISHES)

("CLOSING SIGNATURE: "HAPPY DAYS ARE HERE AGAIN")

LH

WILSON: Next week at this same hour tune in for another Astaire Hit Parade crammed brimful of exciting entertainment, with the fifteen ace-high hits of next week, presented for your pleasure by the manufacturers of Lucky Strike cigarettes. And now, before we say good-night, may we make a suggestion to those of you who have not smoked a Lucky lately? Try a pack of Luckies the next time you go to your dealer's. We believe you will find more appeal in those 20 mild, mellow cigarettes than we could pack into 20 hundred words about them. We feel that, as you smoke them, you will say, "Here is the cigarette that gives me real smoking pleasure. Thank you."

ANNOUNCER: This program has come to you from the N B C studios in Hollywood. This is the National Broadcasting Company.

lh

ATX01 0013754

THE LUCKY STRIKE HIT PARADE

Saturday,  
Oct. 12/35

(OPENING SIGNATURE: "HAPPY DAYS ARE HERE AGAIN")

WILSON: Lucky Strike presents The Hit Parade, starring Fred Astaire, and featuring the fifteen hit songs of this week played by Lennie Hayton and his Lucky Strike Orchestra, and sung by Lucky's own group of soloists.

Once again, the manufacturers of Lucky Strike cigarettes take pleasure in setting the stage for the singing and dancing sensation of Broadway and Hollywood - Fred Astaire. Mr. Astaire has prepared more specialties for your entertainment this evening and will appear before our microphone very shortly. But first, let's listen as Lennie Hayton and the Lucky Strike Orchestra play the tune that ranks eighth in popularity this week: "Truckin" from the Cotton Club Parade.

("TRUCKIN".....ORCHESTRA)

(MUSIC SWELLS & FINISHES)

SEGUE TO

("YOU ARE MY LUCKY STAR".....GIRLS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

WILSON: From "Broadway Melody of 1936" comes the third most popular song the country over: "You Are My Lucky Star" - The Melody Girls bring you the words.

(MUSIC SWELLS & FINISHES)

SEGUE TO

(gh)

ATX01 0013755

("ISN'T THIS A LOVELY DAY".....HAYTON & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

WILSON: "Isn't This A Lovely Day" ranks sixth in nationwide popularity this week - but in Montgomery, Alabama, Little Rock, Arkansas and Annapolis, it's the second most popular song in town. Lennie Hayton conducts from his piano.

(MUSIC SWELLS & FINISHES)

(gh)

WILSON: The star of The Hit Parade will tell you himself about his first selection this evening. Presenting Fred Astaire!

ASTAIRE: We have a number here called "Eenie Meenie Miney Mo" from the new picture "To Beat The Band," which was made here at R.K.O. Incidentally, I've heard some swell things about this picture and I'm very pleased to have the chance to do this number which I think is a sure popular hit of the near future. "Eenie Meenie Miney Mo".

("EENIE MEENIE MINEY MO".....FRED ASTAIRE)

(APPLAUSE)

(ch) (Insert Commercial #1)

COMMERCIAL #1

ANNOUNCER: Let's apply a little logic to this question of smoking. For instance, when certain harsh, bitter ingredients have been removed from tobacco, what is left? The answer is, of course, tobacco finer in flavor, more fragrant in aroma, milder to the taste. We have often told you that Luckies use the finest tobaccos regardless of cost. We have described our secret process that removes certain harshness and bitterness from these tobaccos. It's logical then, isn't it, to find in Luckies a cigarette, richer, finer-flavored; a cigarette that protects your throat against irritation, against cough? A cigarette that gives you more real smoking pleasure be it morning, noon or night.

(ch)

ATX01 0013758



("I'VE GOT A FEELIN' YOU'RE FOOLIN'").....PAUL BARRY)

(FADES FOR ANNOUNCEMENT)

WILSON: "I've Got A Feelin' You're Foolin'" from "Broadway Melody of 1936," is the tune that holds fifteenth place in your favor this week - Paul Barry will bring you the words.

(MUSIC SWELLS & FINISHES)

SEGUE TO

("DOUBLE TROUBLE").....KAY AND BOYS)

(FADES FOR ANNOUNCEMENT)

WILSON: Your eleventh ranking favorite is "Double Trouble" from "The Big Broadcast of 1936" - a Hit Parade highlight with Kay Thompson and the Rhythm Kings.

(MUSIC SWELLS & FINISHES)

SEGUE TO

("EVERY NOW AND THEN").....CARLILE & ENSEMBLE)

(FADES FOR ANNOUNCEMENT)

WILSON: And this is the melody that all of you have picked as number fourteen song this week - "Every Now And Then" - presenting our Lucky Strike tenor soloist, Charles Carlile.

(MUSIC SWELLS & FINISHES)

(gh) (Insert Commercial #2)

COMMERCIAL #2

ANNOUNCER: At one of those lavish Hollywood previews the other night, we called a well-known actor's attention to the large number of Lucky smokers we saw in the crowd. He surprised us by saying:

ACTOR: The talkies have certainly helped you Lucky Strike people. In the days of the silent films the actors and actresses didn't have to pay any attention to their voices, and so they weren't choosy about cigarettes. But nowadays, we motion picture people can't afford to take chances. More and more of us are turning to Luckies because we find Luckies do not irritate. We all think you have a swell cigaretto.

ANNOUNCER: And that's right. Luckies' exclusive process protects your throat against irritation, against cough and gives you a mild, soothing smoke, a mild smoke with the full, rich tobacco flavor you like so well. Next time ask for Luckies - you'll surely enjoy them.

(gh)

("FROM THE TOP OF YOUR HEAD".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

WILSON: "From The Top Of Your Head" is the tune that holds ninth position in national popularity - but our Lucky Strike surveys tell us that in Denver it's the hit of this week.

(MUSIC SWELLS & FINISHES)

(gh)

ATX01 0013761

WILSON: Ladies and gentlemen, we have asked Fred Astaire to bring you the announcement of your coast to coast favorite - the most popular popular song in America tonight - Mr. Astaire!

ASTAIRE: Number One in the official list today is still "Cheek To Cheek". It has held that position for three consecutive weeks. In view of this fact there's really nothing much more to say about the song - except, that with your kind permission, I'd like to try it once again.

("CHEEK TO CHEEK".....FRED ASTAIRE)

(APPLAUSE)

(gh)

- STATION BREAK -

(INSIDE SIGNATURE: "LUCKY DAY")

WILSON: The Lucky Strike Hit Parade, starring Fred Astaire, presented for your pleasure by the manufacturers of Lucky Strike cigarettes.

The Hit Parade is America's all request program, because the melodies you hear are the songs you have told us you want to hear. Lucky checks the best sellers in sheet music and on records, learns what numbers you are requesting at the places you dance, and receives hundreds of radio reports telling what tunes you like to hear over the air, then, we bring you the fifteen hits of the week - all in one program. - The Hit Parade!

We continue with Lucky's Musical Hall of Fame - songs so well liked throughout the country that they have remained in the hit class for several weeks - First, "I'm In The Mood For Love" - the second most popular melody in the United States this week.

("I'M IN THE MOOD FOR LOVE".....ORCHESTRA)

SEGUE TO

("I'M ON A SEE SAW".....RHYTHM KINGS)

(FADES FOR ANNOUNCEMENT)

(gh)

WILSON: Listen for the Rhythm Kings as they bring you the words of  
"I'm On A See Saw," the fourth ranking song in your favor.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I'M IN THE MOOD FOR LOVE".....CARLILE & ENSEMBLE)

(ch) (Insert Commercial #3)

COMMERCIAL #3

ANNOUNCER: We invite you to put Luckies to the third degree. Test them in any way you care to. Ask yourself, are they well made? You have only to roll one around in your fingers to feel how round, how firm, how fully packed it is. Is it milder? Simply light a Lucky. The first puff tells you that the mellow richness of Luckies' choice center leaf tobaccos taste better. Now, make the final crucial test. Inhale! Notice how easy, how gentle they are to your throat. Luckies never irritate because Luckies are made by an exclusive process which protects against irritation, against cough. Try a pack. You'll find that the evidence bears out what we have just told you.

(gh)

ATX01 0013765

("RHYTHM AND ROMANCE".....GIRLS & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

WILSON: "Rhythm And Romance" is number thirteen in our nationwide list of Hits but in Randolph, Virginia it's the most popular tune in town -- The Melody Girls sing.

(MUSIC SWELLS & FINISHES)

(gh)



WILSON: Once more, it is a pleasure to bring you Fred Astaire!

ASTAIRE: When a song is fortunate enough to land on this program for a number of weeks (sometimes ten or more successive broadcasts) we enjoy trying to present it in different ways. That seems to be the case this week with the song "Top Hat" which is the fourth most popular number in the country. So for this presentation we ask you to please imagine a young man sitting quietly at home about to receive a pleasant surprise.

("TOP HAT".....FRED ASTAIRE & COMPANY)

(APPLAUSE)

(gh)

COMMERCIAL #4

ANNOUNCER: In Luckies you have a double guarantee of mildness. To begin with, we buy the finest tobaccos regardless of cost. Then, by a secret process, exclusive to Lucky Strike, we remove certain harshness and bitterness inherent in all tobacco. Nowhere else in the cigarette-making world will you find such a definite plan for achieving greater mildness; for giving you a better-tasting, richer-flavored cigarette. And what are the benefits of this plan to you? First, that Luckies are always enjoyable. Second, you can smoke them from morning till night without irritating your throat. Try Luckies. We know you'll like them.

(gh)

ATX01 0013768

("WITHOUT A WORD OF WARNING".....HAYTON & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

WILSON: Fred Astaire will be back again later in this program.  
Here is "Without A Word Of Warning" the melody all of you  
have picked for your tenth ranking song - Lennie Hayton  
conducts from his piano.

(MUSIC SWELLS & FINISHES)

("GENTLEMAN OBVIOUSLY DOESN'T BELIEVE".....KAY THOMPSON)

(FADES FOR ANNOUNCEMENT)

WILSON: A newcomer to the Hit Parade takes twelfth place in  
this week's list of hits - "The Gentleman Obviously  
Doesn't Believe In Making Love"...Our charming  
Lucky Strike star, Kay Thompson, brings you the words.

(MUSIC SWELLS & FINISHES)

(gh)

ASTAIRE: I could control myself at all, but now after several weeks of careful study of the whole situation, and the art of restraint and self-control - well, there's nothing Lennie could play that would make me lose my poise unless I really wanted to -

(ORCHESTRA: BREAK NUMBER ONE)

ASTAIRE: Holy Cat - what was that? Ha ha - Lennie was just teasing me - but, as I was say -

(ORCHESTRA: FIRST STRAIN OF "BUGLE CALL" TO FINISH)

ASTAIRE: Ladies and gentlemen, a moment ago I said nothing that Lennie could play could make me dance if I didn't want to - I mean to say - that still goes -

(ORCHESTRA: SECOND STRAIN OF "BUGLE CALL")

ASTAIRE: (OVER START OF THIRD STRAIN) I hope you'll forgive me for having - Oh, Lennie - listen -

(ORCHESTRA: THIRD STRAIN OF "BUGLE CALL")

ASTAIRE: (OVER START OF FOURTH STRAIN) Maybe I didn't make myself clear - Oh, Lennie -

(ORCHESTRA: FOURTH STRAIN OF "BUGLE CALL" TO FINISH)

ASTAIRE: Well, that's that, anyway - Now to get back --

(ORCHESTRA: "IT DON'T MEAN A THING" SNEAKS IN - IN BACK OF TALK)

Oh - what's the use? (DANCES)

(DANCE ROUTINES:.....FRED (ASTAIRE))

(APPLAUSE)

(gh)

SEGUE TO

("I WISHED ON THE MOON".....CARLILE)

(FADES FOR ANNOUNCEMENT)

WILSON: Completing the roster of this week's hits "I Wished On  
The Moon" - number seven in national favor - our Lucky  
Strike star Charles Carlile and Lucky's own soloist.

(MUSIC SWELLS & FINISHES)

SEGUE TO

(CLOSING SIGNATURE: "HAPPY DAYS ARE HERE AGAIN")

WILSON: Next Saturday at this same hour, tune in for another  
exciting Hit Parade broadcast, featuring the fifteen  
ace-high hits of next week, presented for your pleasure  
by the manufacturers of Lucky Strike cigarettes.

In closing, may we suggest, that if you are looking for  
a cigarette that is milder, a cigarette that will give  
you greater smoking pleasure - then try a Lucky.

Luckies are made with only the clean center leaves -  
Luckies are always easy on your throat. Thank you.

ANNOUNCER: The Lucky Strike Hit Parade has come to you from Hollywood,  
California - This is the National Broadcasting Company.

(gh)

ATX01 0013771

WRAF

THE LUCKY STRIKE HIT PARADE

( ) ( )  
8:00 - 9:00 P.M.

OCTOBER 19 1935

SATURDAY

(OPENING SIGNATURE. . . "HAPPY DAYS ARE HERE AGAIN". . .)

ANNOUNCER: Lucky Strike Presents the Hit Parade!

The manufacturers of Lucky Strike Cigarettes present the Hit Parade - the fifteen most popular songs of this week, played by Lennie Hayton and his Lucky Strike Orchestra, and sung by Lucky's own group of soloists.

Lucky checks the tunes you dance to and the melodies that you hear over the air, the records you buy and the sheet music you take home. Then, when we find out the Big Fifteen all over the country, we prepare your musical program just as you ordered it. That's the Hit Parade. And here's Lennie Hayton and the Lucky Strike Orchestra with - "Top Hat" from the picture of that name -- the tune that ranks ninth in your preference this week.

("TOP HAT". . . . .ORCHESTRA)

SEGUE TO

("FROM THE TOP OF YOUR HEAD". . . . .ORCHESTRA AND BOYS)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The thirteenth song in countrywide popularity is - "From the Top of Your Head" from the picture "The Big Broadcast of 1936." Listen for the Rhythm Kings.

(MUSIC SWELLS AND FINISHES)

SEGUE TO...

("ISN'T IT A LOVELY DAY". . . . .ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Isn't This a Lovely Day" holds fifth place in national favor - but in New York City and San Antonio, Texas, this is the second most popular song in town.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL #1)

Over their cigarettes, groups of students and alumni are discussing tonight the football games they saw this afternoon. In these groups you'll find plenty of Luckies. For Luckies are preferred by discriminating smokers everywhere. They are preferred because Luckies use only the selected, fragrant fully ripe center leaves of the finest tobaccos. Luckies are preferred because Luckies are made in completely air conditioned factories where the famous Lucky freshness is sealed right into the package. They are preferred because Luckies alone are made by an exclusive process which offers you protection against throat irritation - against cough.

("BLUE ROOM" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Here's a song that has remained in the hit class for several years - The Lucky Strike Orchestra plays "Blue Room" from "The Girl Friend."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("BROADWAY RHYTHM" . . . . . KAY THOMPSON)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: This is the tune that ranks tenth in your favor throughout the country - "Broadway Rhythm" from "Broadway Melody of 1936". Charming Kay Thompson brings you the words.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THE BEAT OF MY HEART" . . . . .ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Lennie Hayton and the Lucky Strike Orchestra play a hit of last season - "The Beat of My Heart".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("ON TREASURE ISLAND" . . . . .CARLILE)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "On Treasure Island" song Number Seven in Lucky's nation-wide list of hits - Presenting our tenor soloist, Charles Carlile.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: We approached three couples at a popular hotel the other evening to find out why they were smoking Luckies... At the first table a lovely blonde girl told us:

GIRL: Luckies have such a fine taste and are always so gentle to my throat.

ANNOUNCER: At the second table a tall young Southerner said:

SOUTHERNER: (SLIGHT ACCENT) I've seen the way those Lucky Strike tobaccos are bought. They choose only the choice expensive center leaves of the finest tobacco and it's only natural that the best tobacco should give the best smoke.

ANNOUNCER: And at the last table, the girl spoke for both:

GIRL: We do a lot of smoking when we are out and we find that the last Lucky will taste just as good as the first...Maybe it's because of Luckies' exclusive process that protects against throat irritation, against cough, but in Luckies we always get a smoke that's all smoothness and no sting - a cigarette that's always easy on our throats.



ANNOUNCER: Try a pack of Luckies yourself. You'll find Luckies a mild, better tasting smoke. And remember, Luckies' exclusive process is your throat protection against irritation, against cough.

("DOUBLE TROUBLE" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: This is the Fourteenth ranking number of the week -- "Double Trouble" from "The Big Broadcast of 1936".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("YOU ARE MY LUCKY STAR" . . . . . PAUL BARRY AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "You are My Lucky Star" from "Broadway Melody" is the third most popular song in the country this week. Paul Barry will sing the lyric.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: "I Wished On The Moon" holds twelfth position in national favor, but in Ogden, Utah, it's the Hit of this Week. Lennie Hayton conducts from his piano.

("I WISHED ON THE MOON" . . . . . ORCHESTRA AND HAYTON)

SEGUE TO

("I'M ON A SEE SAW" . . . . . KAY AND BOYS)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Number Four in this week's Hit List - "I'm On A See Saw" -- a Hit Parade Highlight with Kay Thompson and the Rhythm Kings.

(MUSIC SWELLS AND FINISHES)

S-T-A-F-I-O-N      B-R-E-A-K

(INSIDE SIGNATURE...."THIS IS MY LUCKY DAY"....)

ANNOUNCER: The Lucky Strike Hit Parade - the fifteen most popular songs of this week, brought to you for your pleasure by the manufacturers of Lucky Strike Cigarettes.

Lucky's Big Fifteen keep you up with the musical times in America - they're the musical expression of the nation - the tunes you picked yourselves, all over the country: - as best sellers in sheet music and on records, as the songs most often asked for at places you dance, as the melodies you like to hear on the air.

Tonight, for the fourth successive week, "Cheek to Cheek" from "Top Hat" is our musical headliner - the song that one hundred and twenty million Americans from coast to coast have told us is Number One with them. The Melody Girls will bring you the words.

("CHEEK TO CHEEK" . . . . . ORCHESTRA AND GIRLS)

SEGUE TO:

("I'M IN THE MOOD FOR LOVE" . . . . . ORCHESTRA AND CARLILE)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: A close runner-up to the Hit of this Week is the Number Two song in national favor "I'm In The Mood for Love", Charles Carlile will sing the lyric.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: For weeks tobacco growers of the South have been bringing their tobacco to the markets where it is auctioned off to the highest bidder. On every major market you will see buyers who pay the top prices for the tobaccos used in your LUCKY STRIKE. They know tobaccos and buy only the best for LUCKIES.

(MORE)

ANNOUNCER: But of these choice tobaccos only the center leaves are  
(CONT) used in LUCKIES for they are the mildest leaves. These  
center leaves, so carefully chosen, are subject to LUCKY  
STRIKE'S exclusive process for the removal of certain harsh  
irritants, a process which protects you against irritation,  
against cough. Your LUCKY requires extra effort and  
expense, but gives you an extra dividend of smoking pleasure,  
your throat protection against irritation, against cough.

("ANYTHING GOES" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Contrasting with the Hit of this Week is the hit song of  
one year ago - the title number of a musical still running  
on Broadway -- "Anything Goes".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WITHOUT A WORD OF WARNING" . . . . . PAUL BARRY)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Eighth song in Lucky's list of All-American favorites is  
"Without a Word of Warning". In just a moment Paul Barry  
will bring you the words.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: The exciting dance song the "Piccolino" is Number Eleven in  
the favor of the nation, but they like this number a little  
better than elsewhere in Pittsburgh, where it holds fifth  
place. Listen while Lucky's own soloists recall an  
impressive scene from the picture "Top Hat".

("THE PICCOLINO" . . . . . ENSEMBLE)

ANNOUNCER: A good, clean smoke. That's what you want in a cigarette and that's what Luckies give you. They are round and firm and fully packed, with no loose ends to fill your mouth with bits of tobacco. More than sixty scientific precision tests make sure that every Lucky you reach for is perfect. Your Lucky Strike is made of the most expensive tobacco. Only the center leaves are used. Then these choice tobaccos are made milder, mellower, kind to your throat by the famous Lucky Strike secret process which removes certain harsh irritants. You'll enjoy the rich, full-bodied tobacco of Luckies. Try them. You'll find Luckies give you a good, clean smoke, with throat protection against irritation - against cough,

("I KNOW THAT YOU KNOW". . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Lucky's Musical Hall of Fame presents the aristocrats of popular songs - melodies that never grow old - tunes that are the rage of the moment. First, "I Know That You Know" from "Oh Please".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("ACCENT ON YOUTH". . . . . KAY THOMPSON)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Accent On Youth", fifteenth ranking song nationally, and the Hit of This Week in Boston, Rochester and Pueblo, Colorado. Kay Thompson will sing.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THE SIDEWALKS OF CUBA". . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Because "The Sidewalks of Cuba" was an American song that had to become a smash hit in England before it secured recognition in this country, we include it with pleasure in Lucky's Musical Hall of Fame.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THE ROSE IN HER HAIR" . . . . . CARLILE AND GIRLS)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Completing the roster of this week's hits, "The Rose in Her Hair" - Sixth song nationally and holding Number Two spot in the city of Philadelphia.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(CLOSING SIGNATURE . . . . . "HAPPY DAYS ARE HERE AGAIN" . . .)

ANNOUNCER: Join us here next Saturday for the fifteen most popular songs of next week, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes.

May we offer this suggestion before we say goodnight? Don't try to judge a cigarette by words and phrases. Smoke a Lucky! After all, that's the only way you can tell just how mild it is, how gentle to your throat. Remember, the exclusive Lucky Strike process is your protection against irritation - against cough.

THIS IS THE NATIONAL BROADCASTING COMPANY.

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10-18-35.

WEAF

THE LUCKY STRIKE HIT PARADE

( ) ( )  
8:00 - 9:00 P.M.

OCTOBER 26 1935

SATURDAY

(SIGNATURE....."HAPPY DAYS ARE HERE AGAIN".....)

BOND: Lucky Strike presents "The Hit Parade"....  
For the next hour the manufacturers of Lucky Strike Cigarettes bring you the fifteen most popular songs of this week.. Played by Lennie Hayton and his Lucky Strike Orchestra and sung by Lucky's own group of soloists. Each week, Lucky Strike asks the whole country: What are your favorite songs? From Maine to California, from big cities and small towns come the answers.. Based on the sales of sheet music and records... the songs played on your favorite radio programs... the dance tunes most requested at restaurants, night clubs and hotels...One hundred and twenty million of you pick the 15 "top" tunes for the Hit Parade and we're glad to play them. Here's Lennie Hayton and the Lucky Strike Orchestra in the number that ranks eleventh this week, "From The Top of Your Head To The Tip Of Your Toes".

("FROM THE TOP OF YOUR HEAD".....ORCHESTRA)

SEGUE TO:

("I'VE GOT A FEELIN' YOU'RE FOOLIN'..... ORCHESTRA AND BOYS)

(FADES FOR ANNOUNCEMENT)

BOND: The third song in countrywide popularity is "I've Got A Feelin' You're Foolin'." Listen for the Rhythm Kings.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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("WITHOUT A WORD OF WARNING" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

BOND: "Without a Word of Warning" holds seventh place in national favor - but in the cities of Pittsburgh and Dayton Beach this is the second most popular song.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Styles change but not human nature. People you and I know always demand the best. Your LUCKY STRIKE meets the supreme test of smoking pleasure. In making LUCKY STRIKES we insist that only the finest tobacco is used -- the center leaves of the most expensive tobaccos. These are the mildest leaves. Then LUCKY'S famous secret process removes certain harsh irritants present in all tobaccos. This is your throat protection against irritation, against cough. LUCKIES offer you a mild clean smoke. They come to you round and firm and fully packed. No loose ends to annoy you. A rich smoke of fine full flavored tobaccos protected against throat irritation - against cough.

("YOU" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

BOND: Here's a song that was a popular hit two years ago this week. The Lucky Strike Orchestra plays "You".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THE GENTLEMAN OBVIOUSLY" . . . . . ORCHESTRA AND KAY)

(FADES FOR ANNOUNCEMENT)

BOND: This is the melody that ranks twelfth in your favor throughout the country "The Gentleman Obviously Doesn't Believe in Making Love". In just a moment charming Kay Thompson will sing.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I FOUND A DREAM" . . . . . CARLILE)

(FADES FOR ANNOUNCEMENT)

BOND: "I Found a Dream" from the picture "Redheads On Parade" - Song Number Nine in Lucky's nationwide list of hits. Presenting our tenor soloist, Charles Carlile.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("MY DANCING LADY" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

BOND: Lennie Hayton and the Lucky Strike Orchestra play the title song of a hit picture of a few seasons ago "My Dancing Lady".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Football! The wild excitement of a big game - the thundering cheers from thousands of throats - the steady, heavy smoking while you light one cigarette after another - oh, it's swell, isn't it? - but those hours are mighty hard on your throat. Make this test: Next Saturday, slip a couple of packs of Lucky Strikes in your pocket and stay with them all through the game. Notice how moist - how fresh - they leave your throat, how free they are from irritation and sting.

(MORE)



ANNOUNCER: There are two reasons for this - as millions of fans know:  
 (CONT) first, your Lucky Strike cigarette is made of the finest  
 tobaccos regardless of cost, and only the tender center  
 leaves are used. Second, Lucky Strike's secret scientific  
 process takes out certain harsh irritants present in all  
 tobaccos that can sting and irritate delicate throat  
 tissues. So naturally - when you smoke a Lucky your throat  
 is clear - protected against irritation, against cough -  
 you smoke as much as you like with enjoyment that never  
 fails.

("I'M ON A SEE SAW" . . . . .ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

BOND: This song is the fourth ranking number of the week "I'm On  
 A See Saw".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("LULU'S BACK IN TOWN" . . . . .ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

BOND: "Lulu's Back In Town" holds fourteenth place in national  
 favor, but our Lucky Strike surveys show that in Cleveland  
 and New York City this song holds the much higher ranking  
 of Number Five. Lennie Hayton conducts from his piano.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I'M IN THE MOOD FOR LOVE" . . . . .ORCHESTRA AND BARRY)

(FADES FOR ANNOUNCEMENT)

BOND: Number Six Song of this week throughout the country is "I'm  
 In The Mood For Love". Paul Barry will bring you the words.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WONDERBAR" . . . . . ORCHESTRA)

BOND: Here's a hit song of last season "Wonderbar" from the picture of that name.

(MUSIC SWELLS AND FINISHES)

S-T-R-I-K-E H-I-T-P-A-R-A-D-E

(INSIDE SIGNATURE" . . . . ."THIS IS MY LUCKY DAY". . .)

BOND: The Lucky Strike Hit Parade - the fifteen most popular songs of this week - the Big Fifteen that are best sellers in sheet music and on records -- that are played most often on your favorite radio programs and at places you dance. They're the portrait of America today in popular song, these Hit Parade hits, because all of you, all over America, have picked them yourself. Tonight your Number One song establishes a new Hit Parade Record -- For the fifth successive week you have chosen the same melody to head the list of your favorites - The Rhythm Kings and the Melody Girls will sing for you "Cheek To Cheek".

("CHEEK TO CHEEK" . . . . . ORCHESTRA AND TRIOS)

SEGUE TO

("YOU ARE MY LUCKY STAR" . . . . . ORCHESTRA AND KAY)

(FADES FOR ANNOUNCEMENT)

BOND: Pressing close behind the Hit of This Week is the Number Two melody throughout the United States "You Are My Lucky Star" from "Broadway Melody". Kay Thompson will sing.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: It's interesting to see that so many Lucky smokers have been smoking Luckies for a long, long time. Just the other day we ran across a Lucky smoker who told us:

1ST MAN: I've been smoking Luckies for nigh onto fifteen years. They taste better and they're always so easy on my throat.

ANNOUNCER: And no wonder they taste so good. Luckies are made of the choice center leaves of the finest, most expensive tobaccos, the Cream of the Crop. But not all our Lucky smokers have enjoyed them for so long. Every day Luckies make new friends, as for instance the man who told us:

2ND MAN: They say that you can't teach an old dog new tricks. But don't you believe it. I always used to think I had to be careful of how many cigarettes I smoked. But now that I've switched to Luckies, I enjoy as many as I want without irritating my throat.

ANNOUNCER: Try a pack of Luckies yourself. You'll find they taste better. Fine center leaf tobacco plus Lucky Strike's secret scientific process gives you in Luckies a cigarette that's always easy on your throat, protection against irritation, against cough.

("TOP HAT" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

BOND: Eighth in popularity from Coast to Coast: the title song of the picture "Top Hat".

(MUSIC SWELLS AND FINISHES)

SECUE TO:

("RED SAILS IN THE SUNSET" . . . . . ORCHESTRA AND GIRLS)

(FADES FOR ANNOUNCEMENT)

BOND: A new song by the composers of "The Isle of Capri" captures tenth place in your favor. The Melody Girls will bring you the words of "Red Sails In The Sunset".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("EVERY NOW AND THEN" . . . . . ORCHESTRA AND CARLILE)

(FADES FOR ANNOUNCEMENT)

BOND: "Every Now And Then" is in Fifteenth place throughout the nation - but down South in Atlanta it's the Hit of This Week. Charles Carlile will sing the lyric.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: If you have fallen into the custom of asking for something else, you may find it an effort tomorrow to say, for the first time, "Give me a pack of LUCKIES." But you'll be more than repaid. The last cigarette on your first day of LUCKIES will have the same mild, mellow fragrance as the first. This is because LUCKIES are made only of the most expensive tobaccos -- only of the mild center leaves. Because they are freed of certain harsh irritants by the secret LUCKY STRIKE process. You will smoke them all day long with renewed pleasure every hour - and then you'll continue in the evening smoking LUCKIES protected against throat irritation - against cough.

("THE CONTINENTAL" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

BOND: In Lucky's Musical Hall of Fame we bring you the outstanding hits of yesterday and today - First "The Continental" from the picture "The Gay Divorcee".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("ISN'T IT A LOVELY DAY" . . . . . ORCHESTRA AND KAY)

(FADES FOR ANNOUNCEMENT)

BOND: Fifth in the favor of the nation this week, and the second most popular song in St. Paul, Danville, Kentucky and Las Vegas, New Mexico - "Isn't It a Lovely Day". Kay Thompson will sing.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WHAT'S THE REASON" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

BOND: And here's a hit of early summer that is still widely played - "What's The Reason I'm Not Pleasin' You".

(MUSIC SWELLS AND FINISHES)

BOND: To add the finishing touch to the musical picture of this week, here is Number Thirteen in this week's hit list "I Wished On The Moon". Lucky's own soloists, Lennie Hayton and the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(CLOSING SIGNATURE . . . . . "HAPPY DAYS")

BOND: Join us here next Saturday for the fifteen most popular songs of next week, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes.

Instead of saying more about Luckies, we invite you to try them. We know of no better way to prove that they'll give you a milder, better-tasting smoke. And remember, Lucky's exclusive process is your throat protection against irritation, against cough.

Thank you.

THIS IS THE NATIONAL BROADCASTING COMPANY.

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WEAF

THE LUCKY STRIKE HIT PARADE

( ) ( )  
8:00 - 9:00 P.M.

NOVEMBER 2, 1935

SATURDAY

(SIGNATURE....."HAPPY DAYS ARE HERE AGAIN".....)

BOND: Lucky Strike presents the Hit Parade! For the next hour the manufacturers of Lucky Strike Cigarettes will bring you the fifteen most popular songs of this week, played by Lennie Hayton and his Lucky Strike Orchestra and sung by Lucky's own group of soloists.

The fifteen songs you like the best --- there's no guesswork, no personal opinions. Every day, from coast to coast, Lucky Strike checks the records and sheet music you buy, the melodies played on your favorite radio programs, the numbers you request out dancing at night clubs and hotels. Then, we take a grand total to see what songs go into the all-star line-up for the week -- That's the Hit Parade!

And here's Lennie Hayton and the orchestra with the song that ranks fourteenth in popular favor --- "Truckin'" from the Cotton Club Parade.

("TRUCKIN'".....ORCHESTRA)

SEGUE TO

("I'M ON A SEE SAW".....ORCHESTRA AND BOYS..)

(FADES FOR ANNOUNCEMENT)

BOND: The sixth song in countrywide popularity is "I'm On a See Saw". Listen for the Rhythm Kings.

(MUSIC.....SWELLS AND FINISHES.....)

(SEGUE TO

(CHEEK TO CHEEK.....ORCHESTRA)



(FADES FOR ANNOUNCEMENT)

BOND: "Cheek to Cheek" from "Top Hat" hold third place in national favor, but Lucky Strike surveys tell us it's the Hit of This Week in Oklahoma City.

(MUSIC.....SWELLS AND FINISHES.....)

ANNOUNCER: A well known football coach once said that the Center in a football team is the key man of a good eleven. And in cigarettes the choice center leaves of the tobacco plant are the key to a good smoke. That is why Luckies use only the selected center leaves. But that is not enough. These expensive tobaccos are subjected to a special process which scientifically removes certain harsh irritants naturally present in all raw tobacco. Take a pack of Luckies along to the next football game, smoke them all afternoon, with the assurance that Lucky Strike's secret private process is your throat protection against irritation, against cough.

("I WON'T DANCE".....ORCHESTRA.....)

(FADES FOR ANNOUNCEMENT)

BOND: Here's a long-lived hit song from the musical picture "Roberta" -- The Lucky Strike Orchestra plays "I Won't Dance".

(MUSIC SWELLS AND FINISHES.....)

(SEGUE TO

("HERE'S TO ROMANCE".....ORCHESTRA AND CARLILE.....)

(FADES FOR ANNOUNCEMENT)

BOND: This newcomer to the Hit Parade ranks fifth in your favor... "Here's To Romance" from the picture of that name. Charles Carlile will bring you the words.

(MUSIC SWELLS AND FINISHES.....)

(SEGUE TO

("I GOT A FEELIN' YOU'RE FOOLING".....ORCHESTRA AND KAY.....)

(FADES FOR ANNOUNCEMENT)

BOND: The picture "Broadway Melody" gives us Song Number Eight in Lucky's nationwide list of hits: "I Got a Feelin' You're Foolin'". In just a moment, charming Kay Thompson will sing.

(MUSIC SWELLS AND FINISHES.....)

(SEGUE TO

("YOU'RE THE TOP".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

BOND: Lennie Hayton and the Lucky Strike Orchestra play the hit song of the longest running musical show on Broadway - "You're the Top" from "Anything Goes".

(MUSIC SWELLS AND FINISHES.....)

ANNOUNCER: We visited a prominent university the other day to see what the young folks thought of Luckies. A freshman told us:

FRESHMAN: When I began smoking, I switched around from one cigarette to another, but I finally settled down to Luckies. They are certainly a swell tasting cigarette, and so easy on my throat.

ANNOUNCER: Next, a senior.

SENIOR: In Luckies I always get a smoke that's all smoothness and no sting...a cigarette that protects against irritation, against cough.

ANNOUNCER: A popular co-ed says:

CO-ED: We girls like your Luckies because they are so clean. Luckies are well packed, too, so round and firm, there are no loose ends of tobacco to come out on my lips or shake out in my handbag.

ANNOUNCER: That is what typical smokers say...and here are the important reasons why. Luckies are mild and good tasting because they use only the center leaves of the finest, full-bodied tobacco. They are easy on your throat because the secret Lucky Strike process expels certain harsh irritants naturally present in all tobacco. That's your protection against irritation, against cough.

("BROADWAY RHYTHM".....ORCHESTRA.....)

(FADES FOR ANNOUNCEMENT)

BOND: This is the tenth ranking number of the week - "Broadway Rhythm" from "Broadway Melody".

(MUSIC SWELLS AND FINISHES)

BOND: "Isn't It a Lovely Day" from "Top Hat" holds twelfth place in national favor, but you people in Philadelphia and Dayton, Ohio rank this song number three in your cities. Lennie Hayton conducts from his piano.

("LOVELY DAY".....HAYTON AND ORCHESTRA)

(SEGUE TO

("IT NEVER DAWNED ON ME".....ORCHESTRA AND BARRY)

(FADES FOR ANNOUNCEMENT)

BOND: Number Fifteen song of the week throughout the country is "It Never Dawned On Me". Paul Barry will bring you the words.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO...

("LULLABY OF BROADWAY"..... ORCHESTRA)

BOND: Supplementing this week's hits, here's one from early summer - "The Lullaby of Broadway".

(MUSIC SWELLS AND FINISHES)

( S T A T I O N B R E A K )

(INSIDE SIGNATURE....."LUCKY DAY".....)

BOND: The Lucky Strike Hit Parade...the fifteen most popular songs of this week - the Big Fifteen that are best sellers on records and in sheet music....most played on the air and at places you dance. The songs of the day reflect the moods, thought and action of the people. That is why Lucky Strike brings you, for your interest and entertainment, the most popular of the popular hits. And here's the most popular one of all - the song one hundred and twenty million Americans have picked as their favorite for this week - "You Are My Lucky Star" from "Broadway Melody". The Melody Girls and the Rhythm Kings will bring you the words.

("YOU ARE MY LUCKY STAR".....ORCHESTRA AND TRIOS)

(SEGUE TO

("I'M IN THE MOOD FOR LOVE".....ORCHESTRA AND CARLILE)

(FADES FOR ANNOUNCEMENT)

BOND: And here's the second most popular song in the United States tonight: Charles Carlile will bring you the words of "I'm In The Mood For Love".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Just now down South, in the tobacco country, the farmers are selling their tobaccos, the products of a warm sun, gentle rains and the finest tobacco producing soil in the world. You, who smoke LUCKIES, will be smoking some of that tobacco several years from now for tobacco must age to be at its best. Our buyers, trained and experienced men, pay top prices for the tobaccos that go into LUCKIES. Then these choice tobaccos are treated by LUCKY STRIKE'S famous, secret process which removes certain harsh irritants, a process that protects you against irritation, against cough. And every LUCKY comes to you round, firm and fully packed with the finest tobaccos. In LUCKIES you get a mild and mellow smoke with the true flavor of full-bodied fragrant tobacco, and, there is that protection against throat irritation - against cough.

("RED SAILS".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

BOND: Seventh in popularity from coast to coast is the song "Red Sails In The Sunset".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO

("I WISH I WERE ALLADIN".....ORCHESTRA AND KAY)

(FADES FOR ANNOUNCEMENT)

BOND: "I Wish I Were Alladin" is in Thirteenth place throughout the nation, but out West in Los Angeles this is the third most popular song in town. In just a moment, Kay Thompson will sing.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO

("ZING WENT THE STRINGS".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

BOND: A springtime hit that is still popular this Autumn -  
"Zing Went The Strings of My Heart".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO

("ON TREASURE ISLAND".....ORCHESTRA AND GIRLS)

(FADES FOR ANNOUNCEMENT)

BOND: The Fourth most popular song of this week "On Treasure  
Island" in just a moment the Melody Girls will bring  
you the words.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Unless a Lucky Strike cigarette is perfect in every  
detail, in weight, in thickness, in size; unless it  
is fully and firmly packed; unless it measures up to every  
one of the high Lucky Strike standards, it is automatically  
rejected. The same thing applies to the tobaccos  
that go into Luckies. Lucky Strike tobacco buyers are  
instructed to select the finest tobaccos suitable for  
Lucky Strikes, regardless of cost, and, of these,  
only the choice center leaves are used. Then these  
expensive tobaccos are subjected to a secret scientific  
process which removes certain harsh irritants naturally  
present in all tobaccos. That is why you can light a  
Lucky with the assurance that your throat is protected  
against throat irritation, against coughs.

("NEVER SAY NEVER AGAIN AGAIN".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

BOND: Songs that don't grow old..that have the "certain something" that holds them in popular favor for a period of time, win the coveted places in Lucky's Musical Hall of Fame. First..a hit of last summer "I'll Never Say Never Again Again".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO

("TOP HAT".....ORCHESTRA AND BARRY)

(FADES FOR ANNOUNCEMENT)

BOND: Ninth in the favor of the nation, and the Hit of This Week in Augusta, Georgia -- "Top Hat" from the picture of that name. The singer will be Paul Barry.

(MUSIC SWELLS AND FINISHES)

("WITHOUT A WORD OF WARNING".....CARLIE AND ENS.-)

(FADES FOR ANNOUNCEMENT)

BOND: Completing the roll-call of this week's hits, here is the people's choice for Song Number Eleven: "Without a Word of Warning". Luckies' own soloists, Lennie Hayton and the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES.....)

(SEGUE TO

(CLOSING SIGNATURE....."HAPPY DAYS".....)

BOND: Next Saturday at this same hour, tune in for another exciting Hit Parade broadcast, featuring the fifteen ace-high hits of next week, presented for your pleasure by the manufacturers of Lucky Strike cigarettes. In closing, may we suggest, that if you are looking for a cigarette that is milder, a cigarette that will give you greater smoking pleasure...then try a Lucky. Remember, Luckies' secret scientific process is your throat protection against irritation, against cough.

THIS IS THE NATIONAL BROADCASTING COMPANY, RCA BUILDING,  
RADIO CITY.

vh 11/1/35

ATX01 0013798



(REVISED)

WEAF

YOUR HIT PARADE

( ) ( )  
8:00 - 9:00 P.M.

NOVEMBER 9 1935

SATURDAY

(OPENING SIGNATURE....."HAPPY DAYS ARE HERE AGAIN"....)

ANNOUNCER: Lucky Strike presents Your Hit Parade! For the next hour the manufacturers of Lucky Strike cigarettes will bring you your fifteen most popular songs of this week played tonight by Al Goodman and his Lucky Strike Orchestra.

In most parts of the country this has been election week - but on Your Hit Parade every week is election week because these songs are the people's choice. Lucky Strike checks the sheet music and records you are buying - the tunes requested at places you dance - the numbers you like to hear over the air. Then when the nationwide returns are in, we make a careful tally to learn the fifteen songs that all of you like best.

Al Goodman and the Lucky Strike Orchestra play the tune that you have voted into fourteenth place this week: "No Other One."

("NO OTHER ONE". . . . . ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("ISN'T THIS A LOVELY DAY". . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ATX01 0013799

ANNOUNCER: This is the melody that all of you have selected as your number five song for the week: "Isn't This a Lovely Day" from "Top Hat".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I FOUND A DREAM" . . . . . MORRIS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "I Found a Dream" ranks eighth in national favor - but you people in Phoenix and New Haven like it much better - you've made it the second most popular song in your towns.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 1)

How many cigarettes did you smoke at the game this afternoon? Out there in the excitement of an autumn afternoon, you reach for a LUCKY and enjoy its mild fragrant smoke. You know what a lot of yelling and cheering does to your voice. Well that's what harsh tobaccos do too. But LUCKIES' mild center leaves of the most expensive tobaccos and LUCKY STRIKE'S secret scientific process are your throat protection against irritation, against cough. Reach for a LUCKY. Get a pack of them. Smoke them all evening. You'll find the last LUCKY just as mild, just as fragrant, just as fine-tasting as the first for that secret LUCKY STRIKE process is your throat protection against irritation, against cough.

("I'VE GOT RHYTHM", . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra playing a never-to-be-forgotten hit: "I've Got Rhythm" from "Girl Crazy".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I'M ON A SEE SAW". . . . . MELODY GIRLS & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: This tune - first introduced in England - still holds the high ranking of number seven in America's preference: "I'm On a See Saw".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("CHEEK TO CHEEK". . . . . ALLEN AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Number four song nationally - but in Tampa they don't agree - in that balmy southland city "Cheek to Cheek" is at the top of their list.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO

("LADY IN RED". . . . . ORCHESTRA)

FADES FOR ANNOUNCEMENT)

ANNOUNCER: Al Goodman and the Lucky Strike Orchestra play one of last summer's grand rhythm numbers: "The Lady in Red".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 2)

ANNOUNCER: (COMMERCIAL NO. 2)

The butcher, the baker, the candlestick maker will all tell you that women are smart buyers. They demand the best and they usually get it. We like to think that's one reason so many women smoke Lucky Strikes. For Luckies offer both qualities that smokers prize so highly, fine taste and extra mildness. Luckies' distinctive, fine taste comes from rich, full-bodied tobacco of which only the carefully selected, tender, center leaves are used. And Luckies are truly mild because of a secret scientific process which removes certain harsh irritants naturally present in all tobaccos. That's throat protection for you against irritation, against cough.

ATX01 0013802

("RHYTHM AND ROMANCE" . . . . . LEE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: In making up your list of favorites, you've placed "Rhythm and Romance" in fifteenth place.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("ROLL ALONG PRAIRIE MOON" . . . . . ALLEN AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Here's a melody making its first appearance on Your Hit Parade, but already it holds ninth position in national favor: "Roll Along Prairie Moon".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I'VE GOT A FEELIN' YOU'RE FOOLIN'" . . . . . RHYTHM KINGS & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: You've chosen song number six in Your big list of hits this week from the picture "Broadway Melody", but popular music fans in Tulsa, Oklahoma, say it ranks number one with them. The title is: "I've Got a Feelin' You're Foolin'".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("SWEET GEORGIA BROWN" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Al Goodman and the Lucky Strike Orchestra bring back that permanent hit song, "Sweet Georgia Brown".

(MUSIC SWELLS AND FINISHES)

S T A T I O N   B R E A K

(INSIDE SIGNATURE..... "LUCKY DAY"....)

ANNOUNCER: Lucky Strike presents Your Hit Parade - the fifteen songs you choose yourselves - the Big Fifteen that are best sellers in sheet music and on records - that are played on your favorite radio programs - and that you requested most frequently from the dance floors of night clubs and hotels.

And now, here's the announcement of the Hit of This Week - leading the field for the second successive Saturday, Your Number One Number, the choice of One Hundred and Twenty Million people from Coast to Coast is "You Are My Lucky Star", from "Broadway Melody".

("YOU ARE MY LUCKY STAR" . . . . . LEE AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("RED SAILS IN THE SUNSET" . . . . . MELODY GIRLS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Red Sails in the Sunset" held seventh place in last week's list of hits, but there's something about it you like - because tonight it skyrockets to become the second most popular melody in the United States.

(MUSIC SWELLS AND FINISHES)

(ANNOUNCER.....INSERT COMMERCIAL NO. 3)

COMMERCIAL NO. 3:

ANNOUNCER: We ran into a friend of ours on the train last night whom we hadn't seen for several weeks. After the usual greetings, he surprised us by saying:

FRIEND: I certainly want to thank you for introducing me to Luckies. I've been smoking them for the last two weeks, and, believe me, they set a new high in smoking pleasure. I am amazed to find such fine, rich tobacco taste in a cigarette that is mild and wonderfully gentle to the throat ... what's the secret?

ANNOUNCER: The secret is that Luckies use only the mildest leaves of the tobacco plant, the choice expensive center leaves. And then a scientific process removes certain harsh, biting irritants present in all tobacco. Naturally this makes a better cigarette - one that's mild and good tasting and yet offers throat protection against irritation - against cough. Try a pack of Luckies and discover how much these extras mean to your smoking pleasure.

("OF THEE I SONG", . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Here's a long-lived hot song of a few seasons ago - The Lucky Strike Orchestra plays the title number of the musical comedy "Of Thee I Sing".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("ON TREASURE ISLAND", . . . . . MORRIS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The third most popular number in America's favor is: "On Treasure Island" and that means that you people in Pittsburgh and Greenwood, South Carolina certainly know how to pick them, because you've given this melody the same rating in your cities.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("TWENTY FOUR HOURS A DAY", . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Here is another new recruit to Your Hit Parade - "Twenty Four Hours a Day" and it's eleventh from the top in your list of favorites.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("HERE'S TO ROMANCE", . . . . . ALLEN AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: This number: "Here's To Romance" from the picture of that name, becomes tenth in your favor this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (INSERT COMMERCIAL #4)



COMMERCIAL NO. 4:

ANNOUNCER: That LUCKY STRIKE you are smoking contains a whole world of magic. It is made of the most expensive tobaccos - only the mild center leaves that give you a fragrant smoke. Your LUCKY holds the secrets of years of scientific research for its fine tobaccos have been freed of certain harsh irritants by LUCKY STRIKE'S famous secret process. It comes to you fresh as the morning. Its freshness was sealed right into the package in a completely air-conditioned factory. No wonder you find your LUCKY STRIKE a wholly unique cigarette - with protection against irritation to your throat.

("SHINE ON YOUR SHOES" . . . . .ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Here's a song that Al Goodman helped make popular. Many of you are still humming "Shine On Your Shoes" from the Broadway musical of a few seasons ago, "Flying Colors."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I'D RATHER LISTEN TO YOUR EYES" . . . . .ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Thanks to all of you in Buffalo and Toledo for helping welcome another newcomer called "I'd Rather Listen To Your Eyes." Your big boost in naming it the second most popular number in your cities has helped it earn twelfth place from Maine to California.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("FROM THE TOP OF YOUR HEAD" . . . . .RHYTHM KINGS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Completing the roster of this week's hits, Al Goodman and the Lucky Strike Orchestra close tonight's Parade of All America's request numbers with: "From The Top Of Your Head" - thirteenth in popular favor.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(CLOSING SIGNATURE . . . . ."HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Join us here next Saturday for the fifteen most popular songs of next week, presented for your pleasure by the manufacturers of Lucky Strike cigarettes. May we offer this suggestion before we say good-night? Don't try to judge a cigarette by words and phrases alone. Smoke a pack of Luckies. After all, that's the best way to tell just how mild they are.... how rich in good tobacco flavor. And remember, Lucky's secret process is your protection against throat irritation, against cough.

THIS IS THE NATIONAL BROADCASTING COMPANY.

wjk  
11-8-35

ATX01 0013809

WEAF

YOUR HIT PARADE

( ) ( )  
8:00 - 9:00 P.M.

NOVEMBER 16, 1935

SATURDAY

(OPENING SIGNATURE....."HAPPY DAYS ARE HERE AGAIN".....)

ANNOUNCER: Lucky Strike presents YOUR HIT PARADE! featuring the fifteen hit songs of this week, played by Al Goodman and his Lucky Strike Orchestra. Once again, the voice of the people has spoken in selecting the tunes for Your Hit Parade. New Yorkers and Californians, Northerners and Southerners, men, women and children - one hundred and twenty million of you have told us what songs you want to hear this Saturday night. You've told us by your purchases of sheet music and records, by requests to orchestra leaders at places you dance, by the tunes you listen to on favorite radio programs - and we're glad to comply with your requests. That's why Your Hit Parade is your own program.

And now, Al Goodman and the Lucky Strike Orchestra play the number that ranks tenth on your list this week - "Don't Give Up The Ship."

("DON'T GIVE UP THE SHIP".....ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO....

("CHEEK TO CHEEK".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Cheek to Cheek" from "Top Hat" still holds the strong position of sixth in national favor - but folks in St. Louis and Atlanta rank it higher still - they're on record that it's their hit of the week.

(MUSIC SWELLS AND FINISHES)

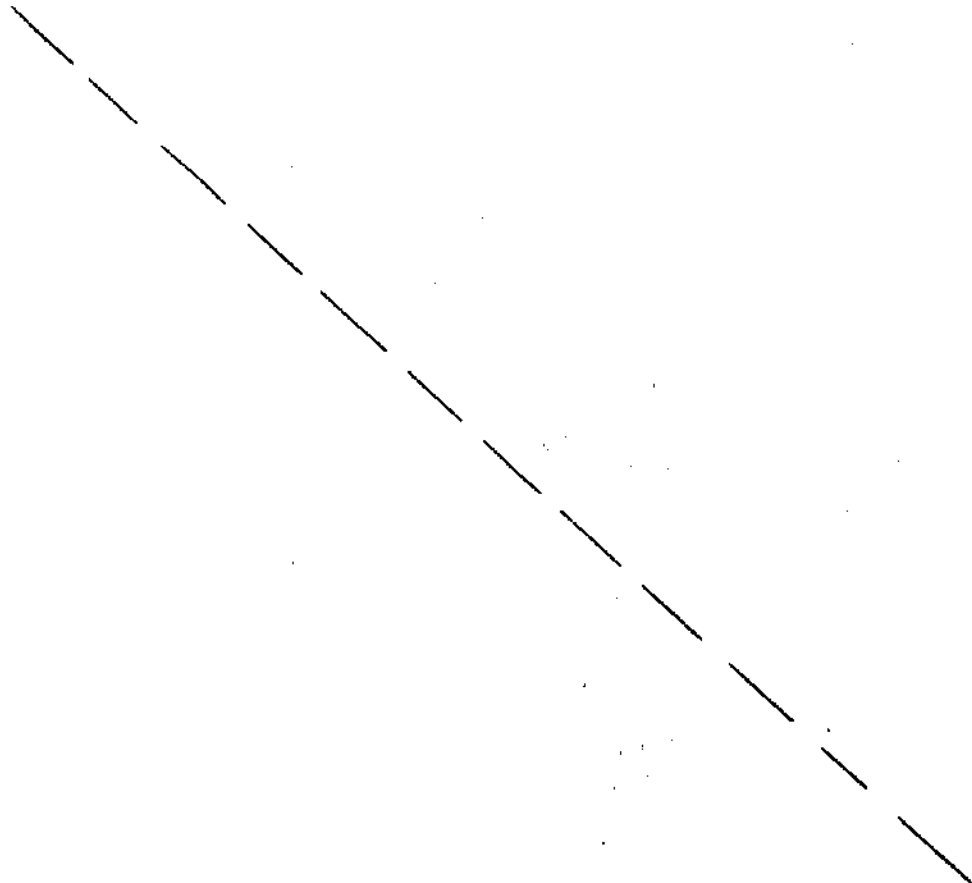
SEGUE TO....

("ROLL ALONG PRAIRIE MOON" . . . . . ALLEN AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: This is the melody that America tells us holds eleventh place in nationwide preference: "Roll Along Prairie Moon".

(MUSIC SWELLS AND FINISHES)



ANNOUNCER: (COMMERCIAL NO. 1)

This is the time of the year when the weather plays tricks on us -- cold and rainy one day - fair and warm the next. This changeable weather has no respect for throats, or colds. It makes it more important than ever to smoke a cigarette that is really mild, one that is easy on your throat.... Lucky Strike is that kind of cigarette.. For Luckies use only the mild center leaves of the finest, full bodied tobacco. And then Lucky Strike's famous secret process removes certain harsh irritants naturally present in all tobacco. Try a pack of Luckies and let them convince you. You'll enjoy their better taste. You'll appreciate their throat protection against irritation -- against cough.

ATX01 0013812

("WHO" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: From the Broadway musical comedy success "Sunny", Al Goodman and the Lucky Strike Orchestra play a number familiar to everyone - "Who".

(MUSIC SWELLS AND FINISHES)

SEGUE TO...

("I'M SITTING HIGH ON A HILLTOP" . . . . . LEE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Fifteenth in your list of this week's All-American favorites, comes a new song entitled: "I'm Sitting High On A Hilltop".

(MUSIC SWELLS AND FINISHES)

SEGUE TO....

("ON TREASURE ISLAND" . . . . . MORRIS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "On Treasure Island" becomes the fourth most popular melody in the country tonight - and you San Franciscans agree perfectly - in the city by the Golden Gate you've given it the same rating.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("FARE THEE WELL ANNABELLE" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: From the bumper crop of last winter's hits -- Al Goodman and the Lucky Strike Orchestra select: "Fare Thee Well Annabelle".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 2)

When we speak of the South to a Northerner, he visualizes pickaninnies and mint juleps, but to a Southerner, the South means fields of cotton and acres of tobacco. Here, in the heart of the tobacco country, the buyers for Lucky Strike examine the tobacco from thousands of farms for the Cream of the Crop. Only the extra mild, fragrant center leaves of these choice tobaccos are used in your Lucky Strike. But, in order that your Lucky may be even more enjoyable to you, these expensive tobaccos are subjected to a secret scientific process which removes certain harsh irritants naturally present in all raw tobacco. That is your throat protection against irritation, against cough.



("NO OTHER ONE" . . . . . RHYTHM KINGS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: This is the song that all of you have picked for your  
twelfth ranking favorite this week: "No Other One" ..

(MUSIC SWELLS AND FINISHES)

SEGUE TO...

("I FOUND A DREAM" . . . . . ALLEN AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: From the fashionable Club Trocadero in Hollywood,  
rendezvous of famous movie stars, Phil Ohman wires that  
he is receiving many requests to play: "I Found A Dream"..  
In countrywide favor this melody is eighth on your list.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("ISN'T THIS A LOVELY DAY" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Isn't This a Lovely Day" from "Top Hat" continues as a  
big favorite in 48 states - it's your choice for Number  
Seven Song this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO.....

("CALIFORNIA HERE I COME" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Here's a song you all like so well that you won't let it  
grow old. Al Goodman and the Lucky Strike Orchestra play  
"California Here I Come".

(MUSIC SWELLS AND FINISHES)

S T A T I O N      B R E A K

(INSIDE SIGNATURE....."THIS IS MY LUCKY DAY". . . .)

ANNOUNCER: Your Hit Parade - the fifteen most popular songs in the United States this week, brought to you for your pleasure by the manufacturers of Lucky Strike Cigarettes.

Lucky's Big Fifteen are the folk songs of America today - they're the tunes you hear strangers humming on the street - the tunes you choose to dance to, to hear over the air, to bring home in the form of sheet music and phonograph records.... They're the musical link between Maine and California -- because America has picked all of them herself. Tonight your song of songs - the most popular of the popular melodies this week, is still: "You Are My Lucky Star" from "Broadway Melody"....

("YOU ARE MY LUCKY STAR". . . . .LEE AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("RED SAILS IN THE SUNSET". . . . .GIRLS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: And here is the second most popular melody in the United States tonight: "Red Sails In the Sunset".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 3)

At a recent social gathering we attended, the talk turned to cigarette preference. We found three views particularly interesting because they came from smokers of three different types...occasional, average, and heavy smokers. First an occasional smoker said:

OCCASIONAL SMOKER: I don't smoke often - just now and then after dinner. But when I do smoke, I like fine taste most of all. And as far as I'm concerned Luckies are just about right. They top off the finest meal.

ANNOUNCER: And next an average smoker:

AVERAGE SMOKER: I smoke primarily for enjoyment. And to get enjoyment I need a cigarette that gives me both taste and mildness. I found, after experimenting with various brands that Lucky has the best combination of these qualities. Now I smoke Luckies exclusively.

ANNOUNCER: And now the man who smokes one after another all day long.

HEAVY SMOKER: Smoking's important to me -- I smoke so much. But Luckies treat me fine all day long. They don't bite my tongue or give me a smoked-up feeling. Above all they're easy on my throat. And that's saying something when you smoke as many as I do.

ANNOUNCER: Try a pack of Luckies. No matter what kind of smoker you are, we are sure you'll find LUCKIES more enjoyable. For Luckies are made of only the finest tobaccos... the expensive, extra mild center leaves. And a secret Lucky Strike process drives out certain harsh irritants naturally present in all tobacco. That's your throat protection against irritation - against cough.

("ANYTHING GOES" . . . . .ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Supplementing the hits of this week, here is the hit song  
of one year ago - the title number of a musical still  
running on Broadway - "Anything Goes".

(MUSIC SWELLS AND FINISHES)

SEGUE TO....

("I'M ON A SEE SAW" . . . . .LEE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: In making up your list of favorites you've placed "I'm On  
a See Saw" in ninth place.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("BOOTS AND SADDLE" . . . . .ALLEN AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: This song is a newcomer to Your Hit Parade - it's called  
"Take Me Back To My Boots and Saddle" - nationally it holds  
fourteenth position in popularity, but it's made such a  
big hit with you people in Richmond that you've placed it  
at the top of your list.

(MUSIC SWELLS AND FINISHES)

SEGUE TO..

("I'VE GOT A FEELIN' YOU'RE FOOLIN'" . . . . BOYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Third in the favor of everybody - everywhere - is "I've  
Got A Feelin' You're Foolin'", from "Broadway Melody".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 4)

Suppose you were to have your cigarettes made to order... what would you demand? First, you'd want a well made cigarette, with no loose ends, one that is round, firm fully packed. Examine a Lucky and see for yourself if it is not just that. Secondly, you would call for a smoke of rich, mellow-mild tobacco. That would require selected center leaves of the finest, full-bodied tobaccos -- the very kind of tobaccos that are used exclusively in your Lucky Strike... Thirdly, you would demand a smoke that was easy on your throat - that was free from certain harsh irritants that are naturally present in all tobacco. That is why the fine tobaccos in your Lucky Strike are subjected to a secret scientific process which is your throat protection against irritation, against cough. Truly, Lucky Strike cigarettes are made to your order.

("S'WONDERFUL" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Here's a song that has remained in high popular favor for several years - The Lucky Strike Orchestra plays "S'Wonderful" from "Funny Face".

(MUSIC SWELLS AND FINISHES)

SEGUE TO....

("THANKS A MILLION" . . . . . ALLEN AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: This number "Thanks A Million" tonight makes its first appearance on Your Hit Parade. Nationally it holds thirteenth place -- but you folks in Boston say: "Watch it Climb" - because already you've ranked it well within your first ten hits.

(MUSIC SWELLS AND FINISHES)

SEGUE TO....

("HERE'S TO ROMANCE" . . . . . MORRIS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Completing this week's musical picture, Al Goodman and the Lucky Strike Orchestra play "Here's To Romance", number five song in every one's favor from the Atlantic Seaboard to the Pacific Coast.

(MUSIC SWELLS AND FINISHES)

(CLOSING SIGNATURE. . . ."HAPPY DAYS ARE HERE AGAIN". . .)

-12-

ANNOUNCER: Join us here next Saturday for the Fifteen Most Popular Songs of next week, presented for your pleasure by the manufacturers of Lucky Strike cigarettes. In closing may we invite you to try a package of Luckies? We know of no better way to prove that Luckies give you a milder, better-tasting smoke - made of the finest tobaccos obtainable - and remember Lucky's secret process is your protection against throat irritation, against cough.

THIS IS THE NATIONAL BROADCASTING COMPANY....

wjk  
11-15-35....

ATX01 0013821

WEAF

YOUR HIT PARADE

( ) ( )  
8:00 - 9:00 P.M.

NOVEMBER 23, 1935

SATURDAY

(OPENING SIGNATURE....."HAPPY DAYS ARE HERE AGAIN".....)

ANNOUNCER: Lucky Strike presents Your Hit Parade, featuring the fifteen most popular songs of this week played by Al Goodman and his Lucky Strike Orchestra.

Once again the manufacturers of Lucky Strike cigarettes take pleasure in bringing you words and music of the songs all of you have told us you like best this week. Up and down the country we go - into big cities and small towns - from Portland, Maine to Portland, Oregon - from the Canadian border to the Rio Grande - until we learn just what tunes America is humming.

We check the songs you dance to - the sheet music and records you take home - the melodies played on your favorite radio programs. Then, we bring you the big line-up of All-American hits -- your fifteen most popular songs - in Your Hit Parade! Al Goodman and the Lucky Strike Orchestra lead the way with "Top Hat" from the picture of the same name, seventh in everyone's favor this week.

("TOP HAT".....,ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO...

("YOU ARE MY LUCKY STAR".....BOYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ATX01 0013822



ANNOUNCER: "You Are My Lucky Star" from "Broadway Melody" becomes third on your list of favorites, but you people in Chicago like it a lot better. -- in that metropolis of the Middle West it's the hit of this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO....

("ROLL ALONG PRAIRIE MOON". . . . . MORRIS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: This is the melody that all of you have selected as your Number Eleven song this week: "Roll Along Prairie Moon".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL)

ANNOUNCER: Many words have two meanings. For instance - a husky tackle -- a husky fullback -- to a football coach that word husky is the answer to touchdown dreams, but when it is applied to your voice, it becomes a far less pleasing idea.

Why not consider the natural smoothness of your voice and choose a cigarette that is gentle to the delicate membranes of your throat, Why not enjoy all that a cigarette can offer in the taste of fine tobacco without harshness, without bite? Everyone of these smoking pleasures is yours when you light a Lucky Strike. Luckies start by using only the tender, center leaves of the world's richest, full-bodied tobaccos. Then these fine expensive tobaccos are subjected to Lucky's famous secret process which removes certain harsh irritants naturally present in all tobacco. That's why Luckies give you a smoke of delightful smoothness with throat protection against irritation, against cough.

("MR. AND MRS. IS THE NAME" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Al Goodman and the Lucky Strike Orchestra play a catchy tune from the picture "Flirtation Walk"... "Mr. and Mrs. Is The Name".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("ON TREASURE ISLAND" . . . . . GIRLS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "On Treasure Island" is the second most popular number in the United States tonight.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I'M SITTING HIGH ON A HILLTOP" . . . . . LEE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "I'm Sitting High on a Hilltop" from the picture.. "Thanks A Million", jumps to tenth place throughout the country - but in Augusta, Georgia and Las Vegas, Nevada, it jumps higher still -- you folks predict big things for it because it's number two on your list.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("CARIOCA" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Here's a dance number that caused a sensation a little while ago -- from "Flying Down To Rio" -- Al Goodman and the Lucky Strike Orchestra play: "The Carioca".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL)

ANNOUNCER: One of the most beautiful flowers of the Southland is the blossom of the tobacco plant. But these flowers are seldom seen. They are rarer than orchids for the buds of the tobacco plant are nipped off before the flowers bloom so that all the goodness may go into the leaves of the plant.

And tobacco experts will tell you that most of this goodness is concentrated in the choice center leaves. That's why Luckies use the mild, good-tasting center leaves exclusively. Then a secret Lucky Strike process further perfects these fine tobaccos by expelling certain harsh irritants naturally present in all tobacco.

The result is a cigarette rich in fine tobacco taste and yet remarkably gentle with your throat. Why not try a pack of Luckies....tonight?

Remember, that secret Lucky Strike process is your throat protection against irritation -- against cough.

("DON'T GIVE UP THE SHIP", . . . . . BOYS AND GIRLS)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: This tune: "Don't Give Up The Ship" has received the singular honor of being added to the group of official songs of the United States Naval Academy at Annapolis - and tonight it's the twelfth most popular number in all 48 states.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("HERE'S TO ROMANCE", . . . . . ALLEN AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: In making up your list of favorites you've placed "Here's to Romance" in eighth place.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("LITTLE BIT INDEPENDENT", . . . . . LEE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Little Bit Independent" is a newcomer to Your Hit Parade - it ranks fifteenth all over the country, but our Lucky Strike surveys tell us that in points around Pittsburgh you rank it well within your first ten.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("SUNNY", . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Al Goodman and the Lucky Strike Orchestra in a number that many of you are still humming: "Sunny" from the musical comedy of the same name.

S T A T I O N      B R E A K

(INSIDE SIGNATURE. . . . "THIS IS MY LUCKY DAY". . . .)

ANNOUNCER: Your Hit Parade -- the fifteen most popular songs in the United States this week, presented for your pleasure by the manufacturers of Lucky Strike cigarettes. Lucky's Big Fifteen are the tunes that have caught the fancy of everyone from the Atlantic Seaboard to the Pacific Coast - they're the songs you request when you're out dancing - the melodies you like to hear over the air - the sheet music and records you take home. They're the musical bill-of-fare the nation asks us to serve each week, and we're delighted to bring you every Saturday night the most popular popular music. And here is the biggest hit of Your Hit Parade -- the melody that one hundred and twenty million of you have told us stands highest on your list this week: "Red Sails In The Sunset".

("RED SAILS IN THE SUNSET". . . . . MORRIS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("CHEEK TO CHEEK". . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Cheek to Cheek" is number fourteen song nationally, but Princeton students don't agree - you fellows tell us that around old Nassau it ranks third in popularity.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL)

ANNOUNCER: The Fall is tobacco auction time down South. New crops of tobacco are being eagerly bid for in market after market. A friend of ours, who has recently returned from the scene, has this to say:

FRIEND: I marvel at the care your Lucky Strike buyers take in choosing tobacco. I don't wonder that the saying is, "Lucky Strike buys 'The Cream of the Crop'". I've seen it at the auctions with my own eyes. Of course, I'm not a tobacco expert, but I do know they're mighty "choosy" about what they take and that when they see just the kind they want they pay top price to get it.

ANNOUNCER: The selection of tobaccos means a lot to your smoking pleasure. Luckies use only the choice center leaves of the very finest tobacco, because these leaves are milder, better tasting. Then a secret extra process prepares these fine tobaccos for you by expelling certain harsh irritants naturally present in all tobacco. Try a pack of Luckies tonight. Find out for yourself just how good they are. And remember, Luckies' secret process is your throat protection against irritation -- against cough.

("MIMI" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra playing a favorite of a few seasons ago: "Mimi".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("BOOTS AND SADDLE" . . . . . ALLEN AND GIRLS)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Ninth in everyone's favor from Coast to Coast is: "Take Me Back to My Boots and Saddle". This number strikes a warm spot with you folks in San Antonio, Texas - because it's the most popular song in your town.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I'VE GOT A FEELIN' YOU'RE FOOLIN'" . . . . . LEE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The picture "Broadway Melody" gives us another national favorite: "I've Got a Feelin' You're Foolin'" is the name - and it's fourth from the top on your list this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("NO OTHER ONE" . . . . . BOYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "No Other One" is America's choice for sixth in this week's list - but our Lucky Strike surveys tell us that in a far flung area including the cities of Long Beach, California, South Bend, Indiana and Macon, Mississippi, you folks like this song best of all.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL)



ANNOUNCER: Next Thursday is Thanksgiving, the day when family ties are renewed and the turkey holds forth as king of the dinner table. May we make a suggestion which we believe will just about add the finishing touch to the traditional Thanksgiving dinner? Top it off with a Lucky. Sister and brother, dad and mother, too, enjoy the rich mellow taste and fragrance of Luckies' fine, full-bodied tobaccos. For only the choice, expensive center leaves, the "cream of the crop" go into Lucky Strike.

And before these fine tobaccos are ready for use they are made extra smooth, extra pleasing by a secret scientific process which removes certain harsh irritants naturally present in all tobacco. That Lucky process is your throat protection against irritation, against cough, your assurance of a smooth, mild, better tasting smoke.

("SOMETIME'S I'M HAPPY" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: From the musical comedy success "Hit the Deck", Al Goodman and the Lucky Strike Orchestra play a melody that never grows old: "Sometimes I'm Happy".

(MUSIC SWELLS AND FINISHES)

SEGUE TO....

("TWENTY FOUR HOURS A DAY" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Thanks to all of you in Baltimore and Lexington, Kentucky for helping us welcome back to Your Hit Parade this song: "Twenty-Four Hours A Day" - you certainly picked a winner, because tonight it skyrockets to fifth place the country over.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I FOUND A DREAM" . . . . . ALLEN AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Completing the roll call of this week's nationwide musical hits, here is: "I Found a Dream" -- thirteenth in the favor of everyone everywhere.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Next week at this same time the manufacturers of Lucky Strike cigarettes will bring you another hour of music, featuring the fifteen hit tunes of next week. And now, may we make a final suggestion? Next time you buy cigarettes, try a package of Luckies and discover for yourself how much milder Luckies are - how much better tasting. They are made of the finest tobaccos that money can buy, and Lucky Strike's secret scientific process is your throat protection against irritation -- against cough.

(CLOSING SIGNATURE. . . "HAPPY DAYS ARE HERE AGAIN" . . . )

ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY...

wjk  
11-22-35.....

WEAF

YOUR HIT PARADE

( ) ( )  
8:00 - 9:00 P.M.

NOVEMBER 30, 1935

SATURDAY

(OPENING SIGNATURE: "HAPPY DAYS ARE HERE AGAIN".....)

ANNOUNCER: Lucky Strike presents YOUR HIT PARADE, featuring the fifteen most popular songs of this week played by Al Goodman and his Lucky Strike Orchestra.

It's YOUR HIT PARADE because all of you, all over America, have told us just what songs you want to hear tonight. We canvass the nation from Chicago to New Orleans -- from Fifth Avenue to Hollywood Boulevard to learn the melodies you are whistling and playing this week. Sheet music and record sales tell us what numbers you are taking home -- orchestra leaders give us the tunes you request at night clubs and hotels and from radio reports we find out what are your favorites over the air. That's how all of you write your own musical ticket. That's why YOUR HIT PARADE is America's all request program.

Al Goodman and the Lucky Strike Orchestra play the song that ranks seventh in nationwide popularity this week: "No Other One".

("NO OTHER ONE".....ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("TWENTY FOUR HOURS A DAY".....LEE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ATX01 0013834

ANNOUNCER: "Twenty Four Hours a Day" continues to be a national favorite. It's song number eleven in countrywide preference this week - but you people in El Paso, Texas don't agree - in your town you like this tune best of all.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("I FOUND A DREAM" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: This number: "I Found a Dream" held thirteenth place last week, but there's something about it you like - because tonight it skyrockets to become the third most popular melody in the United States.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 1)

Ever since Adam and Eve, man's role has been to admire and woman's to be admired. And there's nothing more pleasing in a charming woman than a soft gentle, appealing voice. That's one of the reasons so many women are careful of their choice of cigarettes. Of course they want a fine tasting cigarette of good rich tobaccos, but they want, also, a cigarette that will not irritate their throats. The Thousands of women who smoke Lucky Strike cigarettes find that they are both fine to the taste and gentle with the throat. And here are the reasons why. Luckies are delightfully fine tasting because they're made of the extra choice center leaves of the finest tobaccos obtainable. And they are easy on your throat because a secret Lucky Strike process removes certain harsh irritants naturally present in all tobacco. This extra process offers real throat protection against irritation, against cough.

("HALLELUJAH" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: From the score of the musical comedy "Hit the Deck", Al Goodman and the Lucky Strike Orchestra select that long-lived rhythm number: "Hallelujah".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I'D RATHER LISTEN TO YOUR EYES" . . . . . BOYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: You've selected your fifteenth ranking tune from the picture: "Shipmates Forever". The title is: "I'd Rather Listen To Your Eyes."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("TAKE ME BACK TO MY BOOTS AND SADDLE" . . . . . ALLEN AND GIRLS)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Number four melody in America's favor is: "Take Me Back to My Boots and Saddle" and you folks in Seattle certainly know how to pick them, because you've given this song the same rating in your city.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("SINGIN' IN THE RAIN" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Al Goodman and the Lucky Strike Orchestra now play a favorite of a few seasons ago: "Singin' In The Rain".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL)

ANNOUNCER: (COMMERCIAL NO. 2)

We all know the saying "As Fine as Money Can Buy." And whether we're buying a car, a hat or a sirloin steak, we expect to pay more for the finest things of their kind. But in cigarettes... you can enjoy tonight - tomorrow - every day of your life - a cigarette "as fine as money can buy" ... and at a modest price. For in all sincerity we say to you that it is our honest belief that no better cigarette can be produced, regardless of cost. Lucky Strike is made from the world's finest tobacco, regardless of cost. Lucky Strike uses the extra choice, expensive center leaves of that tobacco. Lucky Strike is made by a secret, scientific process which removes certain harsh irritants naturally present in all tobacco, to protect your throat against irritation, against cough.

Try a Lucky Strike right now: notice the good taste that only fine, full-bodied tobaccos can give! And then - notice how wonderfully easy it is on your throat. It costs a lot more money to make a cigarette like that - it takes a huge investment of capital - but it doesn't cost you one penny more.

("I'VE GOT A FEELIN' YOU'RE FOOLIN'". . . . .GIRLS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "I've Got a Feelin' You're Foolin'" from "Broadway Melody"  
ranks eighth in the favor of everybody everywhere.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("LITTLE BIT INDEPENDENT". . . . . LEE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Included in this week's Coast to Coast favorites is the  
song, "Little Bit Independent" - nationally it holds  
thirteenth place - but in Des Moines, Iowa and Marion,  
Ohio you folks pick it to climb right up to the top -  
because it's your hit of the week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("ON TREASURE ISLAND". . . . . MORRIS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Here's a melody that's gaining steadily in popularity.  
This week it's in number two position. The name is: "On  
Treasure Island".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("HEAT WAVE". . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays a grand number from a  
grand show: "Heat Wave" from "As Thousands Cheer".

(MUSIC SWELLS AND FINISHES)

S T A T I O N   B R E A K



(INSIDE SIGNATURE! . . . "THIS IS MY LUCKY DAY", . . .)

ANNOUNCER: Lucky Strike presents YOUR HIT PARADE - the fifteen songs you choose yourselves -- the Big Fifteen that are best sellers in sheet music and on records - that are played on your favorite radio programs - and that you request most frequently from the dance floors of night clubs and hotels.

And here is news about the song that makes news this week. Your Number One Number -- the most popular melody in all the states in the Union - heading your list of favorites for the second successive Saturday... "Red Sails In The Sunset".

("RED SAILS IN THE SUNSET". . . . . ALLEN AND GIRLS)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("YOU ARE MY LUCKY STAR". . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "You Are My Lucky Star" from "Broadway Melody" is still a big favorite everywhere - from North, South, East and West we learn that it ranks fifth on your list.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 3)

ANNOUNCER: The other day, as we were leaving a football game, we heard a young couple in a conversation that we'd like to repeat for you tonight.

GIRL: Oh, Jimmy, what a game that was! Let's just sit here and enjoy a cigarette till the crowd gets out.

FELLOW: Suits me, Betty, but I couldn't take a cigarette now. My throat is too raw after all the cheering I've done.

GIRL: Nonsense, not if you smoke a Lucky. I've been doing as much cheering as you have and smoking right through the game. You may know your football, but I know my cigarettes. Here, try a Lucky -- they're easy on your throat.

ANNOUNCER: The reason why Luckies are gentle with the throat is that a secret Lucky Strike process removes certain harsh irritants naturally present in all tobacco. You enjoy the rich, distinctive taste of those choice, full-bodied center leaf tobaccos to the very utmost. It's your throat protection against irritation, against cough.

("I WANT TO BE HAPPY". . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Al Goodman and the Lucky Strike Orchestra playing a tune  
all of you will remember: "I Want To Be Happy".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I'M SITTING HIGH ON A HILLTOP". . . . .BOYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "I'm Sitting High On A Hilltop" from "Thanks A Million" is  
the nation's Number Ten tune this week - but, although  
it's a long jump from Salt Lake City to Buffalo - our  
Lucky Strike surveys tell us that it's the most popular  
song in both towns.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("ROLL ALONG PRAIRIE MOON". . . . .MORRIS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: This is the melody that all of you have picked for your  
twelfth ranking song tonight - "Roll Along Prairie Moon".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I'D LOVE TO TAKE ORDERS FROM YOU". . . . .LEE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Here is a new recruit to YOUR HIT PARADE - "I'd Love To  
Take Orders From You" and it's fourteenth from the top  
in your list of favorites.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 4)

ANNOUNCER: If you do not now smoke Luckies, here's a suggestion:  
We invite you to put them to this hardest of all tests.  
Try them at the end of the day when you're tired, when  
your taste seems jaded by steady smoking, when the  
slightest trace of harshness will irritate your throat....  
then watch your Lucky come through with real smoking  
pleasure for you, regardless of the time of the day.

For the tenderest, most expensive center leaves of rich,  
full-bodied tobaccos are used in Luckies. Then these  
naturally fine tobaccos are further refined by Lucky's  
famous secret process which removes certain harsh  
irritants present in all tobacco. Every puff gives you  
the rich taste of choice, full-bodied tobaccos... and  
remember, that secret Lucky Strike process assures you  
throat protection against irritation, against cough.

("BLOW GABRIEL BLOW" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: From "Anything Goes" Al Goodman and the Lucky Strike  
Orchestra play Cole Porter's catchy "Blow Gabriel Blow".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("THANKS A MILLION" . . . . . ALLEN AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Thanks a Million to all of you in Bisbee, Arizona and  
Savannah, Georgia for helping welcome back to YOUR HIT  
PARADE this number "Thanks a Million". Your big boost in  
naming it your hit of the week has helped it earn Ninth  
Place from Coast to Coast.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("DON'T GIVE UP THE SHIP" . . . . . BOYS AND GIRLS)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: To complete your list of fifteen nationwide hits -- Al  
Goodman and the Lucky Strike orchestra play "Don't Give Up  
The Ship" number six in the favor of everyone in all 48  
states.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Next week at this same time the manufacturers of Lucky  
Strike cigarettes will bring you another hour of music,  
featuring the fifteen hit tunes of next week. And now,  
may we suggest again that you try a package of Luckies  
and discover for yourself how much smoking pleasure they  
will give you? They are made of the finest tobaccos that  
money can buy, and Lucky Strike's secret scientific process  
is your throat protection against irritation - against cough.

(CLOSING SIGNATURE. . ."HAPPY DAYS ARE HERE AGAIN". . .)

ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY...

wjk  
11-29-35.....

ATX01 0013844



WEAF

YOUR HIT PARADE

( ) ( )  
8:00 - 9:00 P.M.

DECEMBER 7 1935

SATURDAY

(OPENING SIGNATURE....."HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents YOUR HIT PARADE, featuring the fifteen most popular songs of this week, played by Al Goodman and his Lucky Strike Orchestra.

Football season is over and outstanding players all over the country are being selected for All-American honors. Tonight, the manufacturers of Lucky Strike cigarettes bring you another great All-American team - your big line-up of hit tunes -- this week's fifteen topnotchers in popular song -- the melodies that one hundred and twenty million of you from Coast to Coast have told us you want to hear tonight. In great cities and small towns, throughout the length and breadth of America your voice has spoken. You've told us by your purchases of sheet music and records, by requests you make at places you dance, by the numbers played on favorite radio programs. These are the songs that stand highest in all-America's favor -- and we're glad to play them. Al Goodman and the Lucky Strike Orchestra lead the way with your eleventh ranking tune this week: "Truckin'" from the "Cotton Club Parade."

("TRUCKIN'" . . . . . ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I'M SITTING HIGH ON A HILLTOP": . . . . . LEE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)



ANNOUNCER: This is the melody that all of you have selected for your number eight song this week: "I'm Sitting High on a Hilltop" from the picture: "Thanks A Million".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("ROLL ALONG PRAIRIE MOON" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: From the Arcadia International Restaurant, gay rendezvous of smart Philadelphians, Guy Lombardo tells us that he is receiving many requests to play "Roll Along Prairie Moon" -- nationally it ranks fourth in your favor.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: The football player who is chosen for the All-American team does not earn the honor by excellence in just one department of the game. He must be a star in many respects -- outstanding in the important drive to touchdowns -- efficient in the less spectacular task of protecting his own goal line. And when all America goes for a cigarette, the same requirements hold true. That cigarette has to be outstanding on many counts, made of choice tobaccos to offer you a rich, fine tasting smoke, and also easy on your throat to protect you from irritation. That's why Luckies are given All-American rating by millions of smokers. Luckies are made of the rich center leaves of the finest tobaccos that money can buy. Then these choice tobaccos are subjected to Lucky Strike's secret process which removes certain harsh irritants naturally present in all tobacco. The result is a cigarette rich in taste and wonderfully easy on your throat...because that secret process is your throat protection against irritation, against cough.

("RISE AND SHINE" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Al Goodman and the Lucky Strike Orchestra bring back a favorite of a few seasons ago: "Rise and Shine" from "Take A Chance."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THANKS A MILLION" . . . . . ALLEN AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Thanks A Million", from the picture of the same name, ranks tenth in popularity from Coast to Coast -- but in two points as far apart as Winslow, Arizona and Utica, New York you folks ranks it much higher - it's Number Two Song in your towns.

(MUSIC SWELLS AND FINISHES)

("ON TREASURE ISLAND" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "On Treasure Island" continues to be a big favorite everywhere and for the third straight week it's the second most popular melody in the United States.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("CHINATOWN" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra now plays a number you like so well you won't let it grow old: "Chinatown".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Cathara, Masaallah, Kokulu... strange sounding words,  
 (NOTE PRO-  
 NOUNCIATIONS) but they are the names the Turks and Greeks in Asia  
 CAH-THAHR-AH Minor have given to the fine, rich Turkish tobacco  
 MAH-SHAH-LAH used in Luckies. Translated they mean: clean, very  
 KO-KOO-LOO fine, sweet as honey... words that accurately

describe every bit of this choice expensive, imported tobacco that is an important ingredient of your Lucky Strike. And when it comes to domestic tobacco, the expression is "Lucky Strike buys the Cream of the Crop" ... and that needs no translation. For Cream of the Crop means the choice, fragrant, center leaves of rich, full-bodied tobacco. And, because we want you to have, in Luckies, the best cigarette that can be produced, even this fine mellow tobacco is further refined by a secret scientific process that makes Luckies easier on your throat. Why not try a pack tonight? You'll relish the taste of the world's finest tobaccos and Lucky Strike's secret process gives you throat protection against irritation -- against cough.

("I'VE GOT A FEELIN' YOU'RE FOOLIN'" . . . . . BOYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: We asked Harvard undergraduates to tell us the name of their favorite song this week, and they picked "I've Got A Feelin' You're Foolin'" from "Broadway Melody".... In 48 states this number is in Thirteenth position.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("A LITTLE BIT INDEPENDENT" . . . . . LEE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Three weeks ago when this tune was only a newcomer to YOUR HIT PARADE, you folks around Pittsburgh led the nation in picking it to be a big hit -- so hats off to you!.. because tonight "A Little Bit Independent" becomes the third most popular song from Maine to California.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("TAKE ME BACK TO MY BOOTS AND SADDLE" . . . . . ALLEN AND GIRLS)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: From North, South, East and West our Lucky Strike surveys show that you're seventh ranking favorite this week is: "Take Me Back To My Boots And Saddle".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THE CONTINENTAL" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: From the score of the motion picture success "The Gay Divorcee", Al Goodman and the Lucky Strike Orchestra play that sensational dance number: "The Continental".

(MUSIC SWELLS AND FINISHES)

S T A T I O N   B R E A K

(INSIDE SIGNATURE....."THIS IS MY LUCKY DAY"....)

ANNOUNCER: This is Your Hit Parade - the fifteen most popular songs in the United States this week presented for your pleasure by the manufacturers of Lucky Strike cigarettes.

Lucky's Big Fifteen are the songs all America is singing and playing. They're the tunes hummed by the man on the street - the numbers you chose to dance to - the sheet music and records you take home - and the melodies you prefer over the air. They're your favorite songs all rolled into one big program -- YOUR HIT PARADE!

And here is news about the hit of this week -- you don't seem to get tired of this one - because for the third successive Saturday - your song of songs - the melody that stands highest in your list of favorites is: "Red Sails In The Sunset".

("RED SAILS IN THE SUNSET".....ALLEN AND GIRLS)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("DON'T GIVE UP THE SHIP".....BOYS AND GIRLS)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Don't Give Up The Ship" from the picture: "Shipmates Forever", starring Dick Powell, remains high in the hit class. We asked Dick to guess the ranking of this song this week and he said: "Fourth" -- that's not bad Dick -- but you missed it by one - it's Fifth throughout the nation.

ANNOUNCER: And now, let's play detective awhile. A fresh carton of Luckies has just been opened in a nearby tobacco store. Let's stand by and see who the first few customers will be, then ask them why they're choosing Luckies. Look, here's our first man already.

SOUTHERN

MALE VOICE: Luckies! Yes, sir! You see I'm from the South and I've actually seen the tobacco those Lucky Strike buyers select. They pay top price, but they always come away with the Cream of the Crop. And it sort of does my heart good to know I'm smoking the finest tobacco that money can buy.

ANNOUNCER: Less than three minutes later - our second Lucky smoker. And she sure is pretty, too.

GIRL: You'll probably laugh when I tell you why I choose Luckies. Of course, I enjoy the taste, but above all I like the way Luckies are packed, so round and firm that loose bits of tobacco don't come off on my lips.

ANNOUNCER: And a third pack goes just a few moments later. The buyer says:

MAN'S

VOICE: I like to smoke a lot but I have a rather sensitive throat. That's why I smoke Luckies. They're a swell tasting cigarette and ever so easy on my throat.

ANNOUNCER: And so it goes all day long, pack after pack of Luckies leaving that store, and each Lucky smoker knows definitely why he or she prefers Luckies -- real proof that America knows. Remember, Luckies start by using the tender, center leaves of rich, full-bodied tobaccos. Then these choice tobaccos are treated by a secret process which removes certain harsh irritants present in all tobacco. That is your throat protection against irritation, against cough.

("LOUISIANA HAYRIDE" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Here's a song Al Goodman helped make popular: "Louisiana Hayride" from the Broadway musical "Flying Colors" which Al conducted.

(MUSIC SWELLS AND FINISHES)

("I FOUND A DREAM" . . . . . MORRIS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "I Found A Dream" is still a hit with everyone. From the Carolina's to the Dakotas, from the Pacific Coast to the Hudson, it's your choice for Number Six Song this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("TWENTY FOUR HOURS A DAY" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The melody you've made Fourteenth in the list of All-American favorites this week - "Twenty-Four Hours A Day".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("EENIE MEENIE MINEY MO" . . . . . LEE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Just eight weeks ago, Fred Astaire predicted that the tune "Eenie Meenie Miney Mo" would become a Coast to Coast hit - and Fred was right.... Tonight we welcome this newcomer to Your Hit Parade, because it moves into Twelfth place in the favor of everyone, everywhere.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Out in Los Angeles a taxi-driver glances at the clear blue sky, lights a Lucky and is off to work. A banker in New York reads his morning mail while the clean white smoke of a Lucky curls upward toward the ceiling. In St Louis a busy stenographer snatches a moment between letters to puff gratefully on her first Lucky of the day. Yes, people everywhere, and all sorts of people, begin the day with Luckies and smoke them through the day. For Luckies please the universal taste by giving smokers what they want in a cigarette - the true taste of fine, full-bodied tobaccos with protection against irritation! That is because Lucky Strikes are made of center leaf tobaccos, the choicest, mellowest, most expensive tobacco grown. Then, to assure you of a fine mellow smoke - a smoke that is gentle with your throat, these fine leaves are treated by that secret Lucky Strike process which removes certain harsh irritants naturally present in all tobacco. This process is your throat protection against irritation, against cough.

("LET'S SWING IT" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Al Goodman and the Lucky Strike Orchestra play that catchy number: "Let's Swing It".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WHERE AM I" . . . . . ALLEN AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)



ANNOUNCER: Another new recruit to Your Hit Parade is "Where Am I" from "Stars Over Broadway". Just now it holds Fifteenth place in nationwide preference.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("NO OTHER ONE" . . . . .BOYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: And now we complete the roll call of this week's fifteen hits, with the tune you rank ninth from Portland, Maine to Portland, Oregon is "No Other One".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Make a note to tune in next Saturday at this same time for the big fifteen hit songs of next week, presented for your pleasure by the manufacturers of Lucky Strike cigarettes. And remember, too, that Luckies are made to please your taste with the rich, full-bodied leaves of the finest tobaccos grown. And then, a secret Lucky Strike process further refines this choice tobacco and gives you throat protection against irritation, against cough:

(CLOSING SIGNATURE. . . . ."HAPPY DAYS")

THIS IS THE NATIONAL BROADCASTING COMPANY....

wjk  
12-6-35...

WEAF

YOUR HIT PARADE

( ) ( )  
8:00 - 9:00 P.M.

DECEMBER 14, 1935

SATURDAY

(OPENING SIGNATURE....."HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents Your Hit Parade, featuring the fifteen most popular songs of this week played by Al Goodman and his Lucky Strike Orchestra.

Many have asked us: "How do you pick the fifteen top tunes of the week?" and our answer is, we don't ---- You pick them! - - one hundred and twenty million of you from Maine to California. In big cities, towns and hamlets, in all 48 states, you cast your votes for the fifteen most popular songs of the week. Sheet music and record sales tell us the numbers you like to take home -- orchestra leaders give us the favorites you request at the places you dance -- and radio reports show the numbers you like to hear over the air. That's how all of you select the numbers for Your Hit Parade -- that's what makes them the Fifteen top tunes of the Week.

Al Goodman and the Lucky Strike Orchestra lead the way with the song you have said is Fourteenth in your favor this week: "No Other One".

("NO OTHER ONE" . . . . . ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("A LITTLE BIT INDEPENDENT" . . . . . ALLEN & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "A Little Bit Independent" jumps to become the second most popular number from Coast to Coast -- but at Washington & Lee University it jumps higher still -- you fellows have made it your hit of the week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("ON TREASURE ISLAND" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Number Three in America's preference is "On Treasure Island". But if you have seven league boots tonight to cover the great distance between Boise, Idaho and Mobile, Alabama, you'd find that folks in both towns like this song best of all.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: "Fit for the queen's taste" is an old saying to describe excellence. It is also a very apt phrase to apply to Lucky Strike cigarettes. For Luckies are made to please the most exacting taste. Center leaf tobaccos - tender and mellow - the cream of the crops of the finest tobacco lands on earth -- are used for Luckies. And the clean white smoke of a Lucky brings you all the real goodness, all the genuine tobacco taste of these selected, full-bodied leaves. But, in addition to delighting your taste, Luckies are also gentle to your throat. In order to gain that extra mellowness that guards you against irritation, we subject even these choice leaves to a secret scientific process which removes certain harsh irritants naturally present in all tobacco. This Lucky Strike process is your protection against throat irritation, against cough. Lucky Strike -- a light smoke of rich, full-bodied tobacco -- "IT'S TOASTED".

("FINE AND DANDY" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Al Goodman and the Lucky Strike Orchestra play the title song from Joe Cook's musical comedy success: "Fine and Dandy".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THANKS A MILLION" . . . . . LEE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: In making up your list of favorites this week you've placed: "Thanks A Million", from the picture of the same name, in Fourth Place.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("TAKE ME BACK TO MY BOOTS AND SADDLE" . . . . . BOYS, GIRLS & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Take Me Back to My Boots and Saddle" continues to hold the high ranking of five in countrywide preference, but many after-dinner dancers in San Francisco don't agree -- from the St. Francis Hotel, Frankie Masters wires that this song heads the list of numbers his orchestra is asked to play.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("ABOUT A QUARTER TO NINE" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays one of last summer's most popular numbers: "About a Quarter to Nine".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: I wonder how many of you have ever picked an olive from a tree and tasted it. If so, you'll remember how bitter and unpalatable it was. Olives, and many other products of Nature, are greatly improved when they are properly prepared for you. For example, take the fine center leaf tobacco that goes into your Lucky Strike... the choicest, mellowest leaves of rich full-bodied tobacco. That's what gives Luckies the fine, distinctive tobacco taste you like so much. But even center leaves, in their natural state, will not give the smooth, gentle smoke that you get from a Lucky. We refine these selected center leaf tobaccos to a mellowness that Nature cannot achieve. By a famous secret process certain harsh irritants naturally present in all tobaccos are removed. It is this process which makes Luckies a finer, more delightful cigarette and gives you throat protection against irritation, against cough. Lucky Strike -- a light smoke of rich, full-bodied tobacco -- "IT'S TOASTED".

("DON'T GIVE UP THE SHIP" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Number twelve song this week in the favor of everybody everywhere is "Don't Give Up The Ship".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WITH ALL MY HEART" . . . . . ALLEN AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: This melody: "With All My Heart" from the picture "Her Master's Voice" is a newcomer to Your Hit Parade -- it holds Fifteenth Place the country over.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("SITTING HIGH ON A HILLTOP" . . . . .GIRLS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The old maestro, Ben Bernie says he is receiving requests from all over the country to play: "I'm Sitting High on a Hilltop" from "Thanks A Million" -- no wonder Ben -- it's ninth on this week's all-American list of hits.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("LIMEHOUSE BLUES" . . . . .ORCHESTRA)

(FADES FOR ANNOUNCEMENT-)

ANNOUNCER: Al Goodman and the Lucky Strike Orchestra play that long-lived favorite: "Limehouse Blues".

(MUSIC SWELLS AND FINISHES)

S T A T I O N   B R E A K

(INSIDE SIGNATURE. . . ."THIS IS MY LUCKY DAY". . .)

ANNOUNCER: This is Your Hit Parade -- the Fifteen most popular songs in the United States this week presented for your pleasure by the manufacturers of Lucky Strike cigarettes.

Lucky's Big Fifteen furnish a musical snapshot of America today -- they're the tunes you picked yourselves, all over the country:- as best sellers in sheet music and on records, as the songs most often asked for at places you dance, as the melodies you like to hear over the air.

Not since "Cheek to Cheek" from "Top Hat" established a record for continuous popularity has any other song been at the top of Your Hit Parade so long, but tonight another melody seems destined to equal the record, because by an overwhelming majority your musical headliner -- your Hit of The Week for the fourth consecutive Saturday is: "Red Sails in the Sunset".

("RED SAILS IN THE SUNSET". . . . .MORRIS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("YOU ARE MY LUCKY STAR". . . . .LEE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: After a lapse of several weeks, all of you have voted back into Your Hit Parade that swell tune from "Broadway Melody" -- "You Are My Lucky Star".... It's your Number Eleven song from Fifth Avenue to Hollywood Boulevard.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Right here in the studio recently, we overheard a stranger who paid Luckies one of the nicest tributes we've ever received. She said:

GIRL: You know I used to have to limit myself to a very few cigarettes a day. I enjoy smoking when and as I like, but I found that when I went over my quota my throat would feel irritated. Then I tried a Lucky. Believe me it's a wonderful cigarette for sensitive throats like mine. It tastes so good and is so gentle when I inhale.

ANNOUNCER: Won't you try a Lucky yourself? You'll find them rich in taste, yet ever so easy on your throat. For Luckies use the finest center leaf tobacco, regardless of cost. Then, these choice tobaccos are subjected to a secret scientific process which removes certain harsh irritants naturally present in all tobacco. "IT'S TOASTED" - this is your throat protection against irritation - against cough. Lucky Strike - a light smoke of rich, full-bodied tobacco.

("WHAT'S THE REASON". . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Al Goodman selects a tune from the hits of last Spring that is still very popular today: its title - "What's The Reason".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("ROLL ALONG PRAIRIE MOON". . . . . ALLEN AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)



ANNOUNCER: George Burns and Gracie Allen tell us they have a bet this week on the rating of "Roll Along Prairie Moon". George says Fourth -- Gracie says Seventh. Well, George and Gracie, you're both wrong but Gracie is closest. Because all your friends - and that means all of America, have ranked it Sixth in their favor.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("TWENTY-FOUR HOURS A DAY" . . . . . LEE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Twenty-Four Hours A Day" ranks thirteenth in nationwide favor, but you folks in New Haven and Champaign, Illinois, like it a lot more -- you've made it your number one number in both towns.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'VE GOT A FEELIN' YOU'RE FOOLIN'" . . . . . BOYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: This tune: "I've Got A Feelin' You're Foolin'" from "Broadway Melody" remains a big hit after several weeks. It's Star Tune Number eight tonight.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Tinsel of silver and gold, green wreaths of holly, white snow, bright red paper, and finally the signs of the stores themselves are all reminding us to do our Christmas shopping early. May we make a suggestion that will not only make a fine Christmas present for many friends, but will actually help you through the busy hours of hurried shopping? Luckies' attractive holiday carton is an ideal present for those of your friends who really enjoy a fine smoke. And when you start on a shopping tour, slip a package of Luckies into your pocket yourself. In those brief minutes of rest in the Christmas rush you'll enjoy the fine taste and mellow smoothness of a Lucky Strike. For Luckies are made of the tender center leaves of rich full-bodied tobaccos. Then Lucky's famous secret process removes certain harsh irritants present in all tobaccos. The result is a cigarette that is as gentle to your throat as it is pleasing to your taste, for Lucky's secret process is your throat protection against irritation, against cough. Lucky Strike - a light smoke of rich, full-bodied tobacco -- "IT'S TOASTED".

("THOU SWELL" . . . . .ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Al Goodman and the Lucky Strike Orchestra play a grand number from a grand show: "Thou Swell" from "A Connecticut Yankee".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WHERE AM I" . . . . .MORRIS & ORCH.)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Where Am I" was a newcomer to Your Hit Parade last week, appearing in fifteenth place -- but you folks in Dallas have picked it as your favorite song -- and your big boost helps it climb to Tenth Place throughout the nation.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("EENIE MEENIE MINEY MO" . . . . . BOYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: From North, South, East, West our Lucky Strike surveys tell us that this number: "Eenie Meenie Miney Mo" is the Seventh most popular melody in the United States tonight.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: At this same hour next Saturday the makers of Lucky Strike cigarettes will again bring you YOUR HIT PARADE, featuring the Fifteen Big Song Hits of next week. Now, before you go, may we just remind you that a real smoking treat awaits you in the familiar red and green Lucky Strike package? Luckies are made of the most expensive center leaf tobacco, and a secret scientific process is your throat protection against irritation, against cough. And so, until next week, remember - Lucky Strike, a light smoke of rich, full-bodied tobacco -- "IT'S TOASTED".

(CLOSING SIGNATURE....."HAPPY DAYS")

ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY.

wjk  
12-13-35....

ATX01 0013865

WEAF

YOUR HIT PARADE

( ) ( )  
8:00 - 9:00 P.M.

DECEMBER 21, 1935

SATURDAY

(OPENING SIGNATURE....."HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents Your Hit Parade, featuring the fifteen most popular songs of this week played by Al Goodman and his Lucky Strike Orchestra.

The whole country is in a holiday mood -- wherever you go, wherever you turn there's music in the air, and Americans from Coast to Coast are whistling, playing and dancing to the melodies that are the rage of the moment. Tonight, the manufacturers of Lucky Strike cigarettes, take pleasure in bringing you the cream of this week's musical crop -- the fifteen biggest song hits all over the nation from New York to Los Angeles -- from Chicago to New Orleans. Sheet music and record sales tell us what numbers you like to take home -- orchestra leaders, the songs you request at places you dance -- radio reports, the tunes you prefer over the air. That's how we learn what songs belong in your all star line-up for the week -- the ranks to which many are called but only fifteen are chosen. And here's Al Goodman and the Lucky Strike Orchestra in the number all of you have told us ranks eleventh in your favor this week: "Don't Give Up The Ship".

("DON'T GIVE UP THE SHIP".....ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

("THANKS A MILLION".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ATX01 0013866

ANNOUNCER: "Thanks a Million" from the picture of the same name proves to be a winner again this week, because all America has picked it for the ninth position in popularity,  
(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

("RED SAILS IN THE SUNSET".....ALLEN AND GIRLS)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Tonight if you could cover the many miles between Augusta, Maine and Atlanta, Georgia, you'd find the tang of the wintry north quite different from the balmy southland -- but here's something you would find the same -- this song: "Red Sails in the Sunset" is the hit of the week in both cities -- the country over it's in Number Two place.  
(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 1)

Heavy banquets no longer are in style -- even at this Christmas season. We eat lightly now...but well -- we have the subtle modern palate. And when we smoke, we want A Light Smoke -- A Light Smoke of rich, full-bodied tobacco, And that is exactly what you have in Lucky Strike. For Luckies are made of the finest tobacco grown, the choice center leaves that are the Cream of the Crop. They give you full, rich tobacco taste yet, by their very nature, they lead to A Light Smoke. Then, to make Luckies truly easy on your throat that famous process....IT'S TOASTED..... removes certain harsh irritants naturally present in all tobaccos. In Luckies you have the two qualities you want most -- a cigarette full of real tobacco taste yet one that is gentle with your throat -- a Light Smoke of rich, full-bodied tobacco.

("I KNOW THAT YOU KNOW".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Al Goodman and the Lucky Strike Orchestra swing into that gay and tuneful number: "I Know That You Know."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

("I'M SITTING HIGH ON A HILLTOP".....LEE & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: In the early part of this week it looked as though: "I'm Sitting High on a Hilltop" from "Thanks a Million", had slipped in your favor - but during the last few days you've given this tune grand support and it rallies to take seventh place in 48 states.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

("ONE NIGHT IN MONTE CARLO".....ALLEN & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: This song: "One Night in Monte Carlo" is a new recruit to Your Hit Parade appearing twelfth on this week's list of hits -- but here's a tip from Freddie Martin whose orchestra plays for smart New Yorkers at the Waldorf Astoria -- he says: "Watch it climb."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

("SHE'S A LATIN FROM MANHATTAN".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays one of the catchiest tunes of this year: "She's A Latin From Manhattan".....

(MUSIC SWELLS AND FINISHES)

("EENIE MEENIE MINEY MO" . . . . . BOYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Here's a melody that's making steady upward progress -- it started at Number 12. Then it moved to seven, and tonight: "Eenie, Meenie, Miney Mo" becomes the sixth most popular number from the Statue of Liberty to Catalina Island.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WITH ALL MY HEART" . . . . . MORRIS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: We overheard Amos and Andy trying to guess this week's rating of the melody: "With All My Heart" (CHUCKLE) Andy told Amos he'd wait until after our program before he'd guess -- but Amos took a stab and said it would be tenth -- and all of you certainly agree with him because tenth it is throughout the nation.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("IT'S DANGEROUS TO LOVE THIS THIS" . . . . . LEE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: We welcome another newcomer to Your Hit Parade tonight called: "It's Dangerous To Love Like This". Its coast to coast standing is Fifteenth but at Tuscaloosa, home of the University of Alabama, it's the hit of this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M JUST WILD ABOUT HARRY" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Al Goodman has picked a novelty tune of a few seasons ago that is still popular today: "I'm Just Wild About Harry".  
(MUSIC SWELLS AND FINISHES)

(S T A T I O N    B R E A K)

(INSIDE SIGNATURE....."THIS IS MY LUCKY DAY")

ANNOUNCER: This is Your Hit Parade -- the fifteen most popular songs in the United States this week presented for your pleasure by the manufacturers of Lucky Strike cigarettes.

The melodies in Your Hit Parade are played by special request of the American people -- they're the songs that one hundred and twenty million of you have picked as the fifteen standout tunes of the week -- they're the numbers all America favors over the air, on dance floors, in sheet music and on records.

And here is news about the song that makes news this week. Breaking the long winning streak of "Red Sails in the Sunset" - your hit of this week - the song that has forged ahead to become the most popular number in the United States tonight is: "On Treasure <sup>\*</sup>Island."

("ON TREASURE ISLAND", . . . . .GIRLS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("TWENTY-FOUR HOURS A DAY" . . . . .LEE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Last week this number: "Twenty-Four Hours A day" appeared in thirteenth place, but it certainly has caught the popular fancy because our countrywide check-up shows it jumps to take fifth place in your favor.

(MUSIC SWELLS AND FINISHES)



(COMMERCIAL #3)

- 5-A -

ANNOUNCER: At the close of a recent tobacco auction down South, we talked with one of the farmers whose crop was bought by Lucky Strike. If we asked him how his crop differed from others offered for auction, here is what he might say:

FARMER: That isn't just ordinary tobacco, by any means. It brings a fancy price because it's really fancy quality. You see, I set out about a hundred acres of plants each year on the best land I have. I watch and cultivate 'em with special care, sort of nurse 'em along. When they are full ripe, I pick off the choicest center leaves of the best tobacco plants and keep 'em separate to give extra care in the curing. They are the leaves that I am to sell for Lucky Strike... the finest, best developed, richest leaves from all the tobacco -- the ones that give you A Light Smoke. It's worth all the trouble I've gone to, because, if they're fine quality, Lucky Strike will buy them...and they'll pay the highest price to get 'em.

ANNOUNCER: Yes, Lucky Strike insists on the rich, full-bodied center leaves of the finest tobacco plants. They cost more... but they give you the finest tasting smoke. Then, that exclusive Lucky Strike process conditions this choice tobacco for your throat by removing certain harsh, biting irritants naturally present in all tobacco. Why not try a pack tonight? You'll find in Luckies just what every smoker wants -- A Light Smoke of rich, full-bodied tobacco ... and...IT'S TOASTED.

ATX01 0013871

("DON'T HOLD EVERYTHING" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: From the Broadway musical "Hold Everything", Al Goodman and the Lucky Strike Orchestra play a number that has been your favorite for many seasons: "Don't Hold Everything."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WHERE AM I" . . . . . MORRIS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Fourteenth in the favor of everyone everywhere is: "Where Am I" from the picture "Stars Over Broadway".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("TAKE ME BACK TO MY BOOTS & SADDLE" . . . . . BOYS, ALLEN, GIRLS & ORCH.)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Take Me Back to My Boots and Saddle" has a coast to coast standing of fourth in your list of hits this week, but in Wilmington, Delaware and Kansas City this melody has walked away with all the honors -- it's the most popular song in both towns.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("A LITTLE BIT INDEPENDENT" . . . . . BOYS, LEE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Back stage of the Broadway musical success "At Home Abroad" several of the featured stars were guessing this week's ranking of "A Little Bit Independent" -- Eleanor Powell said third - Beatrice Lillie fourth - Reginald Gardiner fifth; - but Eleanor Powell wins - it's Number Three song all over the country.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Why do we always think of sadness as "heavy"? Why do we always think of gaiety as "light"? Psychologists could write volumes to explain the one point and the other. But we -- we others -- we're satisfied just with our intuitive knowledge. We like what's light. And you, too, like Luckies because they are A Light Smoke ... of rich, full-bodied tobacco. They give you true tobacco taste ... and yet they are A Light Smoke. That is because Luckies are made from the choice center leaves of the finest tobacco that money can buy. Then "IT'S TOASTED" --- the famous Lucky Strike process which removes certain harsh irritants naturally present in all tobacco. That process gives you throat protection against irritation, against cough. That is what makes Lucky Strike, truly, A Light Smoke of rich, full-bodied tobacco.

("ALABAMY BOUND" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Al Goodman and the Lucky Strike Orchestra in that grand  
rhythm number every one will remember: "Alabama Bound".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I FOUND A DREAM" . . . . . ALLEN & ORCH.)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "I Found a Dream" strayed away for one week, but tonight  
we welcome this melody back to Your Hit Parade as your  
eighth ranking song hit -- Jan Garber and his band at the  
Chez Paree in Chicago sends us this wire: "'I Found a  
Dream' heads our list of request numbers this week - looks  
like it's here to stay."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

("NO OTHER ONE" . . . . . BOYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Completing the roster of this week's fifteen hits, Al  
Goodman plays: "No Other One" - thirteenth in the favor  
of all of you all over America.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Join us here again next Saturday at the same time for the fifteen leading songs of next week presented for your pleasure by the manufacturers of Lucky Strike cigarettes. Remember, you have a treat in store for you when you try Luckies. They give you fine tobacco taste and yet they're easy on your throat. That's why we say Lucky Strike -- A LIGHT SMOKE of rich, full-bodied tobacco. And oh, by the way, Luckies have this message for you - A Very Merry Christmas to you all.

(CLOSING SIGNATURE....."HAPPY DAYS")

ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY.

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WEAF

YOUR HIT PARADE

( ) ( )  
8:00 - 9:00 P.M.

DECEMBER 28, 1935

SATURDAY

(OPENING SIGNATURE... "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents "Your Hit Parade" featuring the fifteen most popular songs of this week played by Al Goodman and his Lucky Strike Orchestra.

Just three more days till Leap Year -- when the tables will be turned, they say, and girls can do the asking. But each week on Your Hit Parade it's ladies' choice and gentlemen's choice too -- because in big cities and small towns from Maine to California -- from the Great Lakes to the Gulf, all you popular music fans ask us to play the fifteen songs you like best. Sheet music and record sales let us know your preferences in music you take home -- Orchestra leaders tell us what melodies you like for dancing -- hundreds of radio reports list your favorites over the air. And each week when the countrywide returns come in, Lucky Strike takes a careful tally to learn just what songs you want to hear. Al Goodman and the Lucky Strike Orchestra play the number you have voted into tenth place this week, "Eenie Meenie Miney Mo".

("EENIE MEENY MINEY MO" . . . . . ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ROLL ALONG PRAIRIE MOON" . . . . . MORRIS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: All of you have certainly taken a fancy to this melody  
"Roll Along Prairie Moon" because it's the eleventh most  
popular number in the United States this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WHERE AM I" . . . . . ALLEN AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Where Am I" ranks fourth from coast to coast and we wish  
all of you could see the smiles right now on faces in San  
Francisco and Lincoln, Nebraska, because in those two towns  
it's their Number Two song.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: For centuries man has striven for A LIGHT SMOKE. The  
strange oriental smoking contrivance called the "Hookah",  
in which the smoke is passed through water and the  
tremendously long-stemmed pipes of medieval Europe - both  
were crude attempts at A Light Smoke. With the introduction  
of the cigarette, of course we came closer to a Light Smoke.  
But it is only recently, after years of research in the  
laboratories of The American Tobacco Company, manufacturers  
of Lucky Strike Cigarettes, that science has made possible  
the full realization of an ideal cigarette -- A LIGHT SMOKE  
of rich, full-bodied tobacco. Pre-testing of tobaccos before  
purchase, frequent analyses of tobacco during and after  
processing, scientific controls...proper ageing and blending  
... the use of the choice center leaves...and that famous  
Lucky Strike process...IT'S TOASTED, which drives out certain  
harsh irritants naturally present in all tobaccos, all  
contribute to make Luckies taste good -- and to make them  
easy on your throat. That is why we believe that Lucky  
Strike is just the cigarette you are looking for... A LIGHT  
SMOKE of rich, full-bodied tobacco.

("DINAH" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays a number which has become a classic in popular music circles, "Dinah".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("MOON OVER MIAMI" . . . . . LEE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: And here is a newcomer to Your Hit Parade that is shooting rapidly to the front -- its title: "Moon Over Miami" - and already all of you from the Atlantic Seaboard to the Pacific Coast have placed it ninth on your list of hits.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("TAKE ME BACK TO MY BOOTS & SADDLE" . . . . . ENSEMBLE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Last Wednesday we looked in the studio where Fred Allen and Portland were rehearsing. "Come here," Fred yelled, "and witness this bet -- Portland says 'Take Me Back To My Boots and Saddle' will be Number Eight song this week, and I say seven -- you hold the stakes until Saturday" -- Well, Portland, I'm sorry but Fred wins -- seven it is all over the country.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M ALWAYS CHASING RAINBOWS" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)



ANNOUNCER: Al Goodman and the Lucky Strike Orchestra choose a perennial favorite: "I'm Always Chasing Rainbows."  
(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Twenty-five years of constant effort to produce superlative smoking pleasure. That's the story behind every Lucky Strike cigarette you light today. For a quarter of a century the scientific research staff of The American Tobacco Company has studied the composition of cigarette tobacco and its smoke. From this ceaseless study came the methods for producing a truly modern cigarette -- A LIGHT SMOKE of rich, full-bodied tobacco...gentle to the throat ... delightful to the taste... By using the center leaves of the finest tobaccos obtainable -- by scientific blending to give uniform taste and character -- by accurate control of moisture content during manufacture -- by a scientific process known as.... IT'S TOASTED.... to drive out certain harsh irritants naturally present in all tobacco -- by these and other Lucky Strike developments we are able to produce a measurably finer, less irritating cigarette.. We believe you have a real treat in store for yourself when you try Luckies -- A Light Smoke of rich, full-bodied tobacco..

("THANKS A MILLION". . . . .LEE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Thanks A Million" from the picture of the same name remains high in Lucky's list of nationwide hits -- from the Florida Keys to the Golden Gate it's your eighth ranking song.

(MUSIC SWELLS AND FINISHES) (SEGUE TO.....)

("WITH ALL MY HEART" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: With the holiday season in full swing young folks are flocking to the Hotel Pennsylvania in New York to dance to the smart music of Hal Kemp and his orchestra. Hal says he has received so many requests to play this song "With All My Heart" that he predicts it to jump head and shoulders over the rest. Nationally it is already in Fifth Place.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M SITTING HIGH ON A HILLTOP" . . . . . BOYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: This week Americans everywhere are singing, whistling and dancing to the tune "I'm Sitting High on a Hilltop" from "Thanks A Million". Its Coast to Coast standing is Sixth.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("BAMBALINA" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Al Goodman and the Lucky Strike Orchestra play a catchy number all of you will remember: "Bambalina".

(MUSIC SWELLS AND FINISHES)

(S T A T I O N B R E A K)

(INSIDE SIGNATURE . . . . "THIS IS MY LUCKY DAY")

ANNOUNCER: This is Your Hit Parade, the fifteen most popular songs in the United States this week presented for your pleasure by the manufacturers of Lucky Strike cigarettes.

The melodies on Your Hit Parade are this week's Who's Who in popular song. They're the numbers that are in the public ear -- the melodies which all of you have put up in brightest lights from Coast to Coast by requesting them most often at night clubs and hotels, by buying them in sheet music and on records, by preferring to hear them over the air. Tonight, the song that climbs highest up the musical ladder -- the number which eclipses all others to become the most popular song of one hundred and twenty million people is: "A Little Bit Independent".

("A LITTLE BIT INDEPENDENT" . . . . . LEE AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WHY SHOULDN'T I" . . . . . MORRIS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: In contrast to the hit of this week here is a number which makes its debut on Your Hit Parade: "Why Shouldn't I" from Cole Porter's "Jubilee" - It's America's choice for Number Twelve song.

(MUSIC SWELLS AND FINISHES)

(SOUND EFFECTS OF TELEPHONE)

VOICE: "NUMBER PLEASE"

ANNOUNCER: Voices that are in use all day, voices that have no names or faces -- voices that must be always cheerful and friendly. These are the voices that appreciate A LIGHT SMOKE of rich, full-bodied tobacco. Here's what a telephone girl, one of the many thousands who are at your service day and night says about A Light Smoke -- a Lucky:

GIRL: I'm not a singer, but just the same I earn my living with my throat and voice so I have to be very careful of my choice of cigarettes. I like A LIGHT SMOKE... rich tasting, yet easy on my throat, And that's just what Luckies give me. They taste ever so good and they don't irritate when I inhale.

ANNOUNCER: Yes, Luckies are A LIGHT SMOKE -- of rich, full-bodied tobacco. They're made of the choice center leaves, the Cream of the Crop .. the best tobacco money can buy. That's what gives Luckies their fine distinctive taste. Then Lucky's famous process "It's Toasted" removes certain harsh irritants present in all tobacco. This is your throat protection against irritation, against cough. The result is a delightfully fine-tasting cigarette that is wonderfully easy on your throat ... A LIGHT SMOKE of rich, full-bodied tobacco.

("I'LL NEVER SAY NEVER AGAIN AGAIN". . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Looking back over the bumper crop of your favorites during 1955 - Al Goodman and the Lucky Strike Orchestra select one that is still very popular: "I'll Never Say Never Again Again."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("RED SAILS IN THE SUNSET". . . . . ALLEN AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Here is a number whose stock is still very high with everyone everywhere. The country over "Red Sails In The Sunset" is third but it steals a march in Fort Wayne, Indiana and Vicksburg, Mississippi -- because you people in both towns have made it your hit of the week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("QUICKER THAN YOU CAN SAY JACK ROBINSON". . . . . LEE AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Another new recruit to Your Hit Parade is the tune: "Quicker Than You Can Say Jack Robinson". Our countrywide check-up shows it in fifteenth place - but from the Congress Hotel in Chicago where his orchestra is playing, Benny Goodman wires this tongue twister: "Quicker Than You Can Say Jack Robinson A Quick Hit With Us."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ON TREASURE ISLAND". . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The second most popular song in the United States tonight is "On Treasure Island".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Tonight we're going to suggest that you make an interesting experiment. If you have a pack of Luckies handy, just light one and take a mouthful of its fragrant white smoke. Don't inhale it ... but hold the smoke in your mouth for a moment and deliberately taste it. You'll find that Lucky has a definite character -- the delightful taste of rich, full-bodied tobaccos. Now take another puff and inhale... It's smooth, mellow... gentle to your throat. You feel instinctively that it won't irritate. The reason Luckies bring you all the real goodness of choice tobaccos and are easy on your throat is that they're A LIGHT SMOKE. Center leaf tobaccos, the best that money can buy, give you that distinctive Lucky Strike taste. Their superior mellowness is the result of the Lucky Strike method of manufacture... and that exclusive process "IT'S TOASTED", which removes certain harsh irritants naturally present in all tobacco gives you throat protection against irritation, against cough. Just light a Lucky! Then you'll know why we say: "LUCKIES -- A LIGHT SMOKE of rich, full-bodied tobaccos."

("THE PEANUT VENDER" . . . . . ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: And here is a long lived international favorite that started a dance craze. The Lucky Strike Orchestra plays: "The Peanut Vender."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ALONE" . . . . . ALLEN AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: From the Metro-Goldwyn-Mayer picture: "A Night at the Opera" starring the Marx Brothers, you've chosen the melody "Alone" to be included in Your Hit Parade. When the Marx trio heard this news Chico guessed "Alone" would be ranked fifteenth -- Groucho said tenth - but Harpo - well he just blew his little horn fourteen times and Harpo wins -- fourteenth it is!

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("NO OTHER ONE" . . . . . BOYS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Completing tonight's nationwide musical picture, here is the tune that all of you all over America have told us ranks thirteenth in your list of favorites this week: "No Other One".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Join us here next Saturday at this same time for the fifteen most popular songs of next week presented for your pleasure by the manufacturers of Lucky Strike cigarettes. In closing may we suggest that you try Luckies?

Remember, Luckies are A LIGHT SMOKE of rich, full-bodied tobacco. You'll enjoy the fine taste of the world's choicest tobacco -- and that famous process - IT'S TOASTED -- is your throat protection against irritation, against cough. We sincerely believe that Luckies will bring you happy smoking in 1936.

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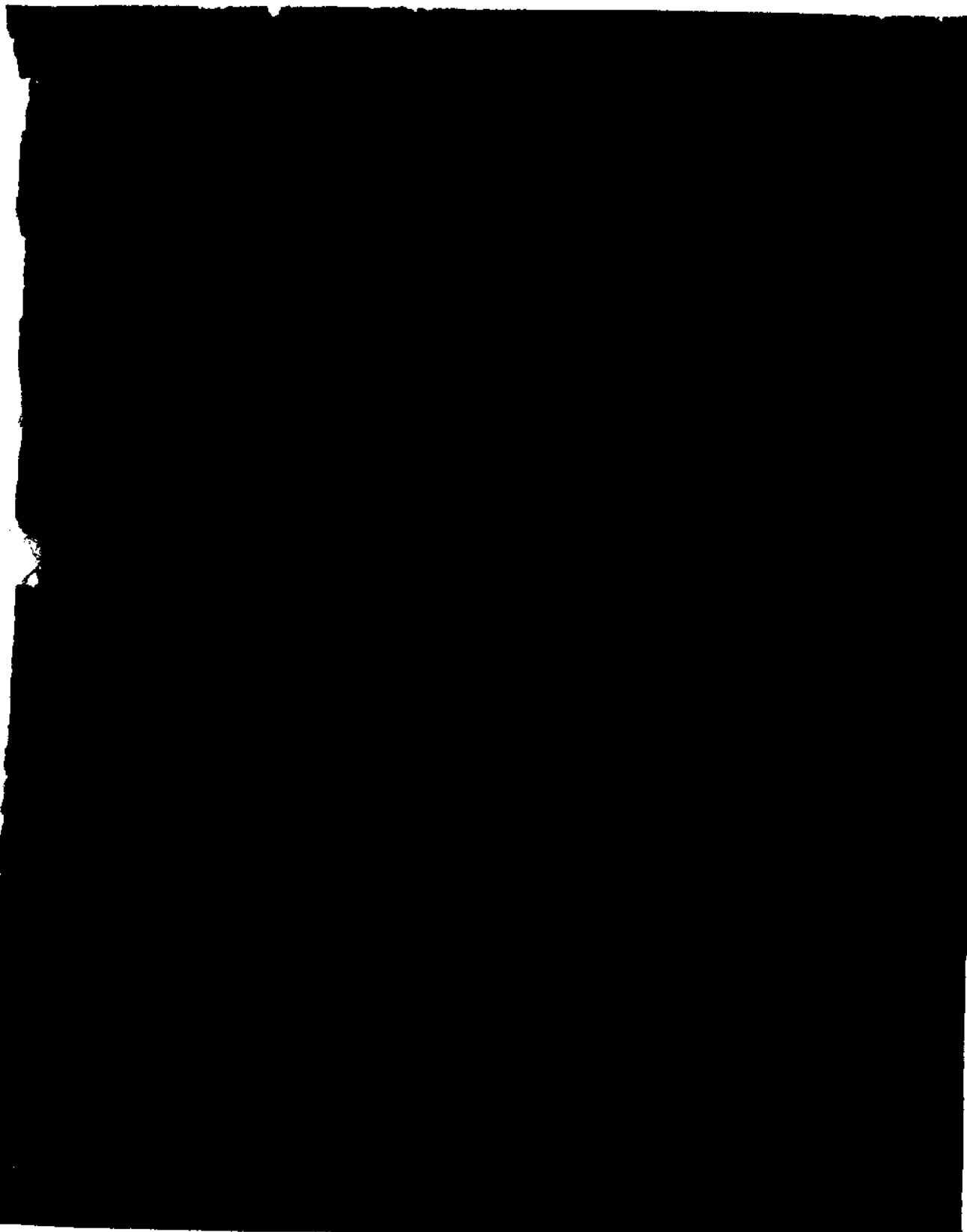
(CLOSING SIGNATURE....."HAPPY DAYS")

THIS IS THE NATIONAL BROADCASTING COMPANY...

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